LIFE

A NEW SERIES: PART I

GREAT ADVENTURES

THE ROMANTIC VOYAGE OF A BRIGANTINE

HOW TRUJILLO'S FOE WAS SPIRITED AWAY

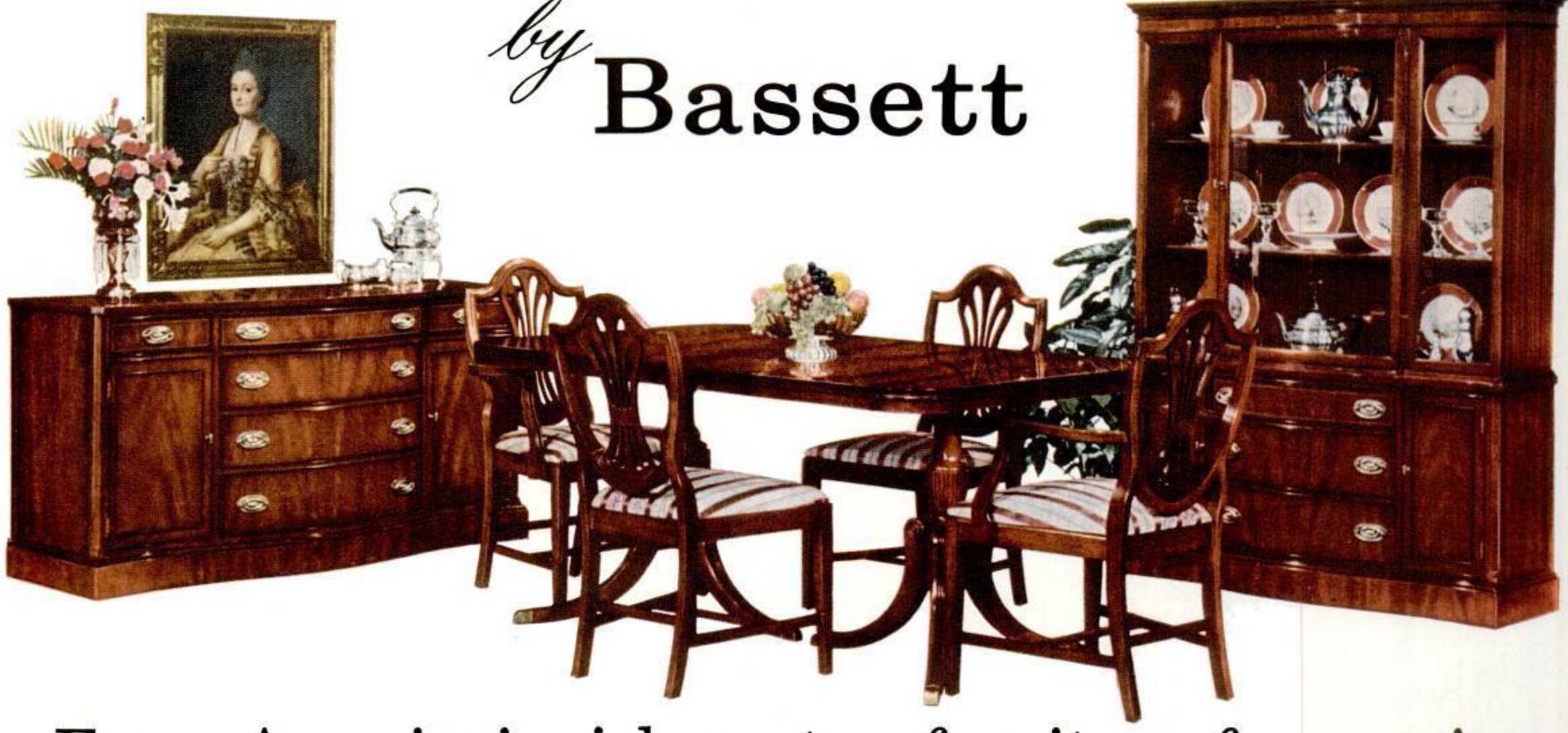
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FEBRUARY 25, 1957

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Vol. 42, No. 8

LIFE

REG. U.S. PAT. OFF.

February 25, 1957

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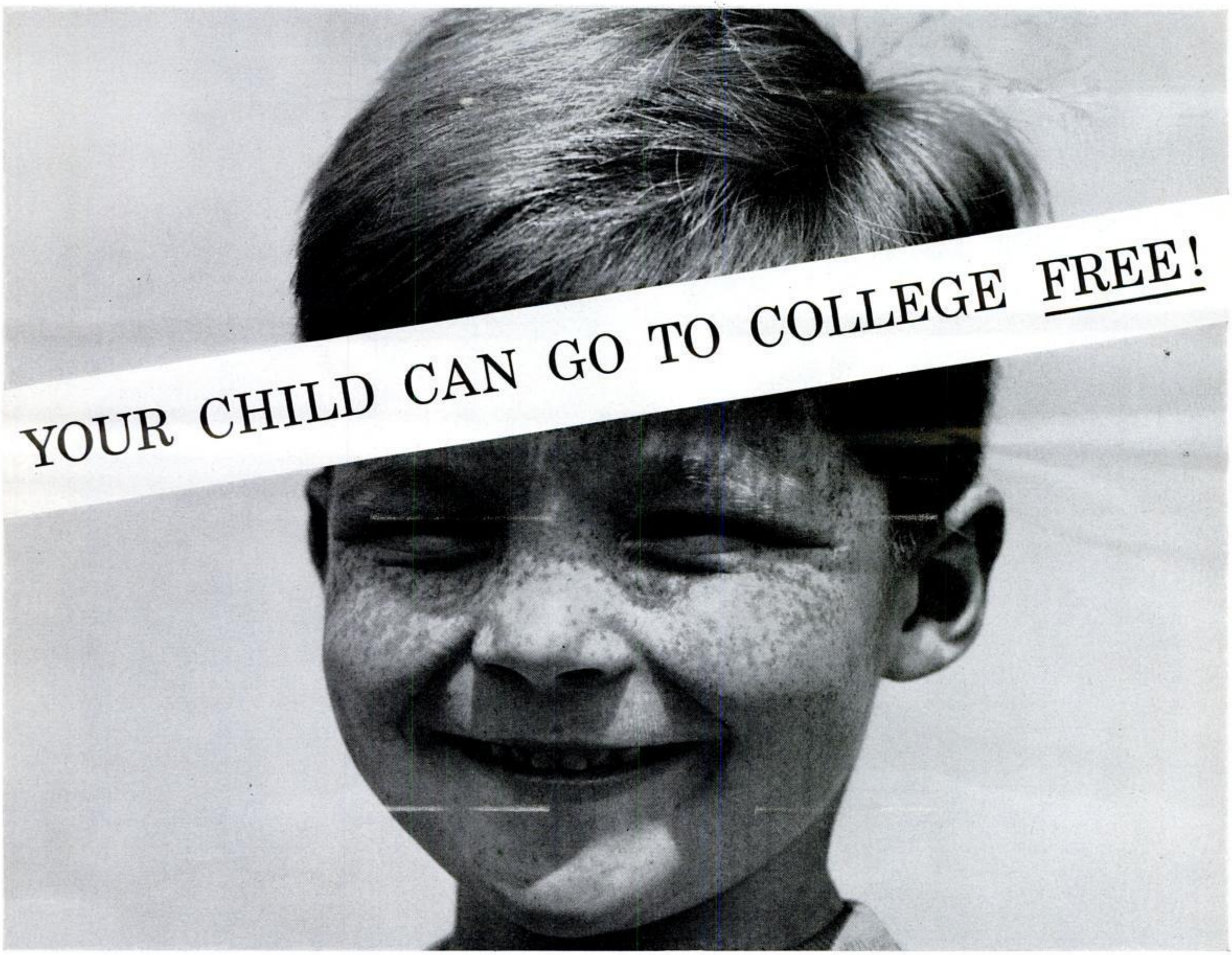
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VOLUME 42
NUMBER 8

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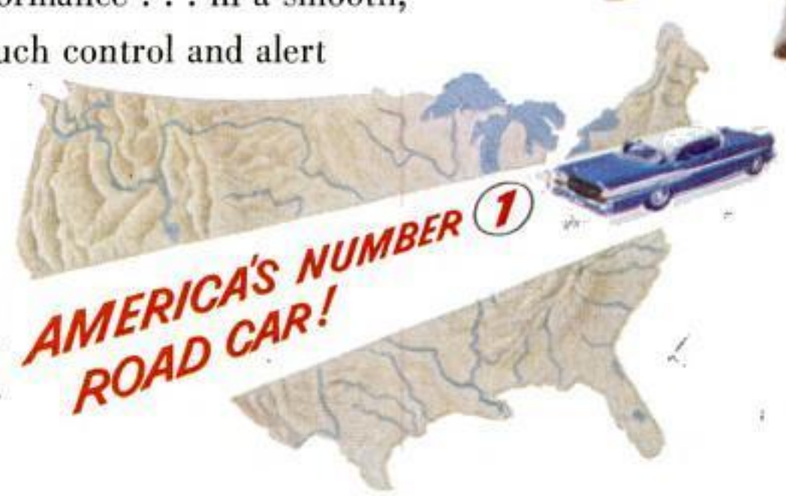
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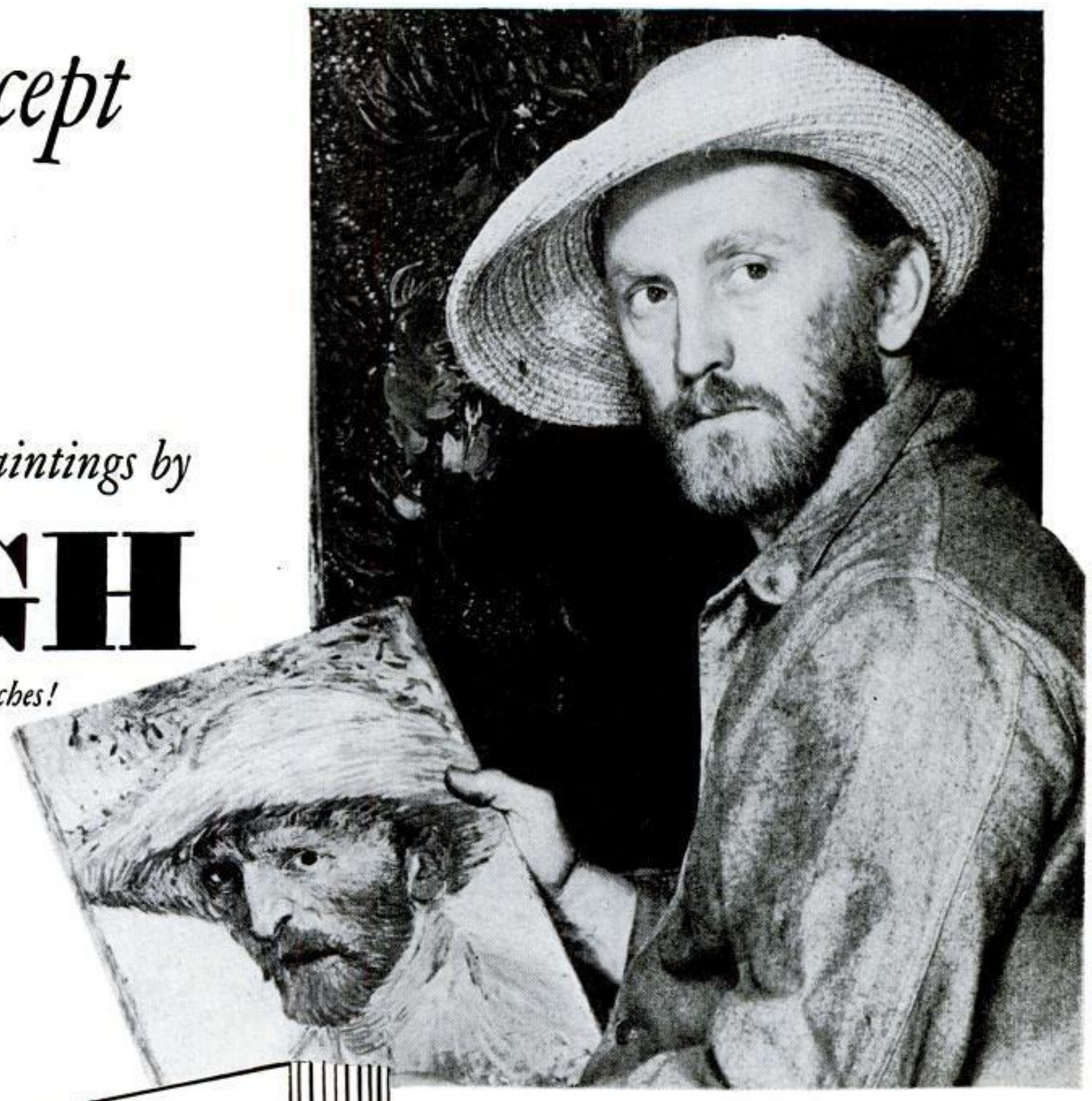
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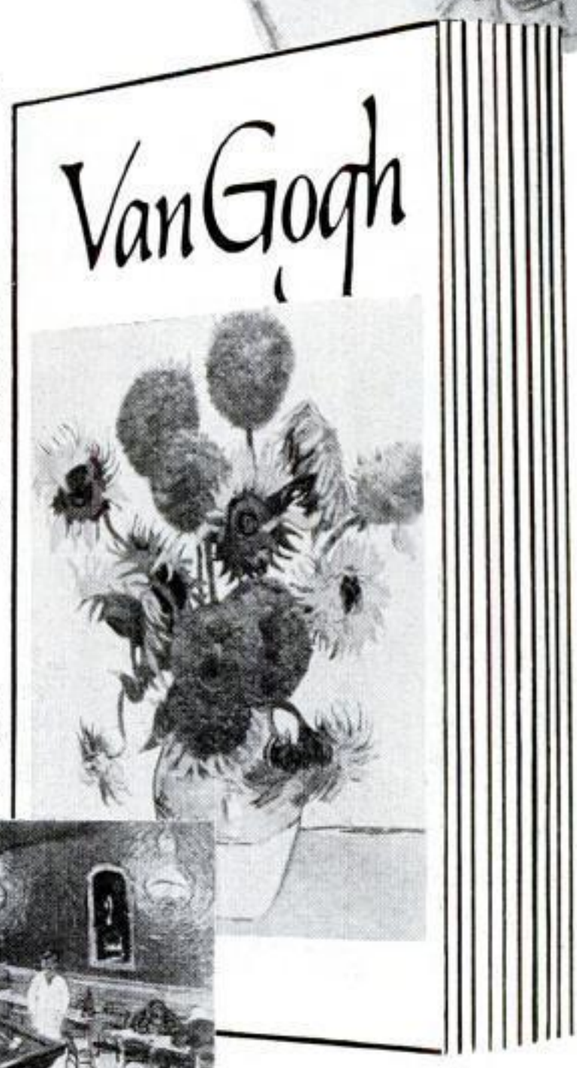
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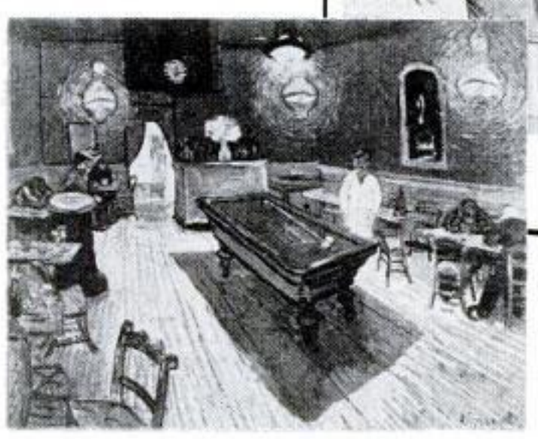
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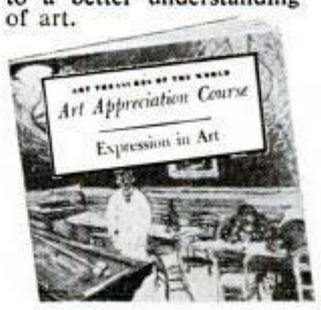


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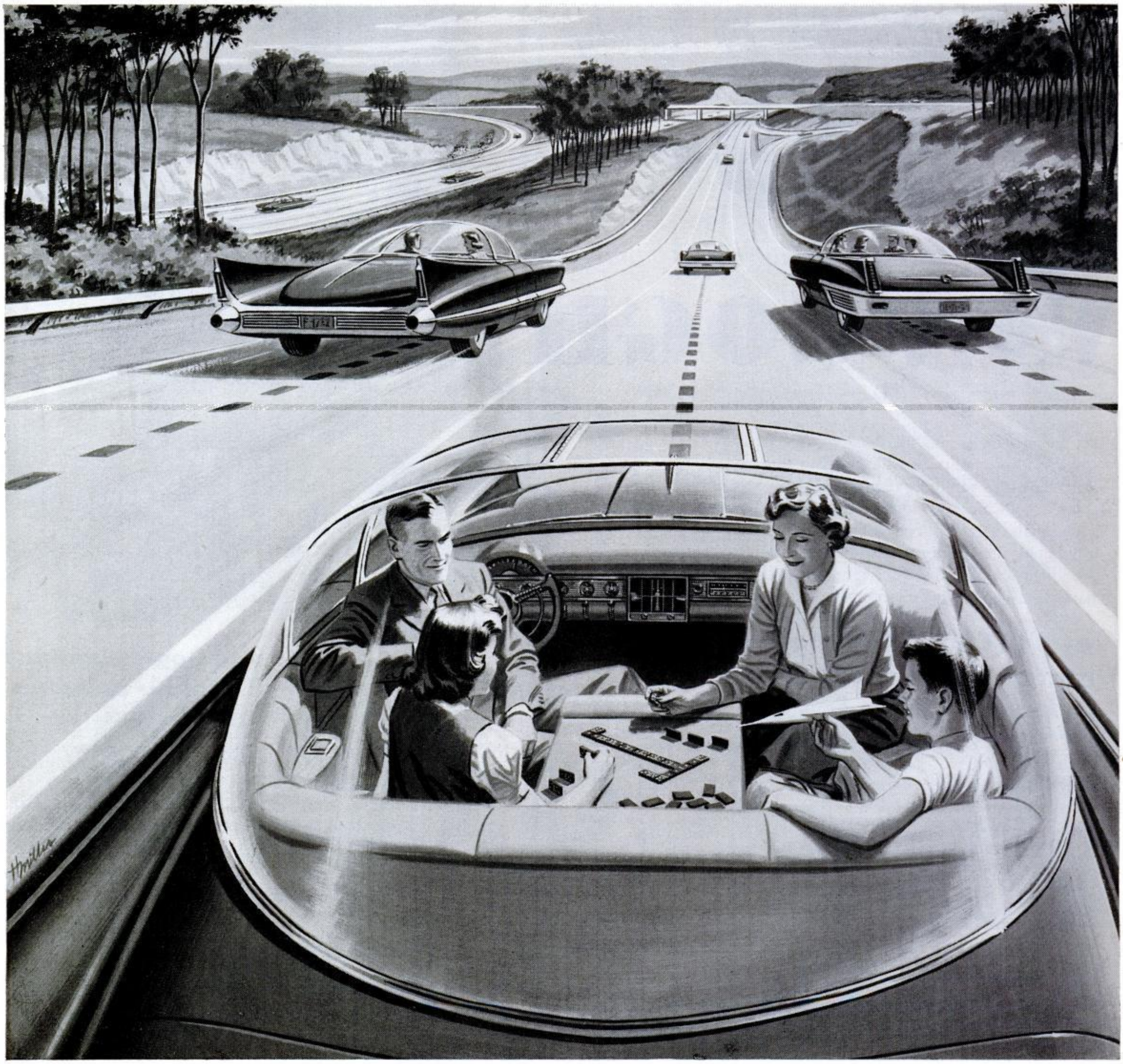
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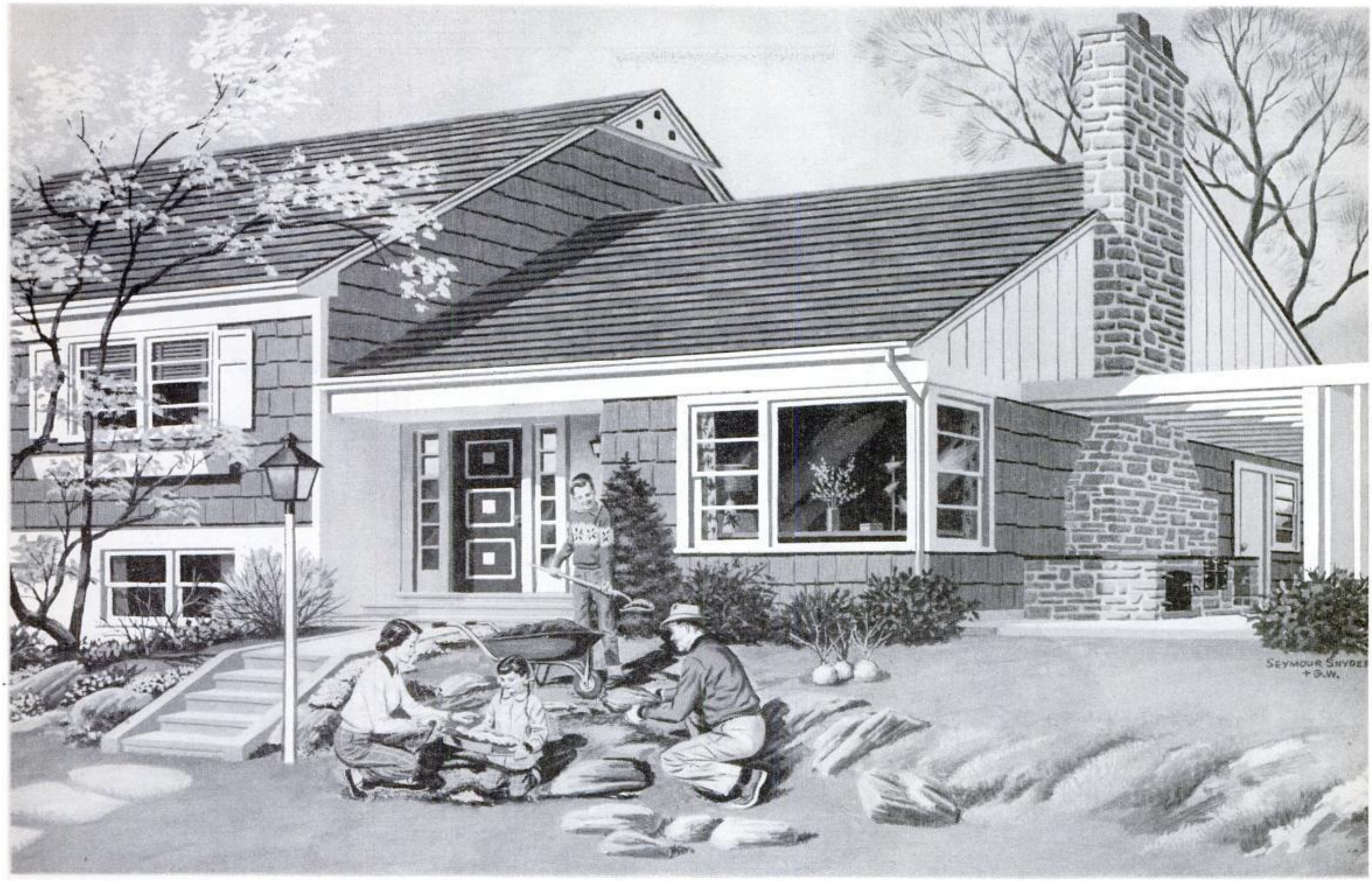
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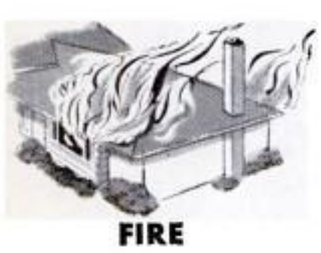
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LETTERS TO THE EDITORS

YOUNG SOCIETY'S TASKMASTER

Sirs:

Thank you for the great enjoyment I received from "Young Society's Taskmaster" (LIFE, Feb. 4).

ALMA M. CURLEY

Altadena, Calif.

Sirs:

De Rham's methods are unhealthy, archaic and completely antagonistic toward what a thinking teacher wishes to achieve.

LIFE's story could well set back cotillion training 20 years!

ELIZABETH BERNARD

Mendham, N.J.

Sirs:

The "ramrod figure" not only seems to be of another age, he is downright archaic! The "relaxed, confident young couples" having such a good time appear to have never had a more miserable time in their luxurious little lives.

Of 20 photographs depicting some 173 confused De Rham pupils, I discovered *five* smiles.

PATRICIA KIEWIT

Pacific Palisades, Calif.

Sirs:

Congratulations on the wonderful article about William de Rham. As a graduate of his Piping Rock class, I feel qualified to say that the article pictured him perfectly. At dancing class everybody admired him because everybody was scared of him.

W. E. HUTTON

Old Westbury, N.Y.

Sirs:

LIFE's story on William de Rham will be a shock to many of us former students.

First, he was always late in arriving for classes. He would lecture us at length. One day he gave us a lecture for 47 minutes.

And when you say his classes are orderly, I remember the time we boys had a paper-clip fight under his nose.

After six months of it we resorted to playing football in the check room, using De Rham's homburg as the football. We also put water in his coat pockets.

Then there was the time that a girl's father complained about his daughter being kept late in class. De Rham told the father his daughter needed training in social behavior and also suggested that the father needed to learn a bit too.

Anyway, we certainly enjoyed the last class. Mr. de Rham's amplifier went on the blink, much to his consternation and our enjoyment.

GERALD CURTIS

Fairfield, Conn.

A SOLEMN INAUGURAL

Sirs:

LIFE has done a wonderful job on the inauguration ("A Solemn Inaugural and a Gay Celebration," LIFE, Feb. 4). I learned many things about this important day from your story.

MAX B. LEBERSFELD

South Orange, N.J.

Sirs:

Obviously, it was Mrs. Stringfellow's Thomas Jefferson who padded his way to fame in the inauguration parade. He does not have spots. Also notice the light shading on his ears. Mrs. Poletti's dog Rinnie has two black ears.

JOSEPHINE C. DE MAIO

Wapping, Conn.

Sirs:

My mom and I went to Washington and saw the parade. We never saw the other dog who has spots.

I know Thomas Jefferson is the right dog because I saw him.

BOBBY BILLINGSLEY

Katonah, N.Y.

Sirs:

A picture on page 28 says that Eisenhower and Nixon "watch a class of midshipmen pass in review." These midshipmen were cadets of the U.S. Coast Guard Academy. There is a star above the anchor device on the cap, which is the insignia of a Coast Guard cadet, not a midshipman.

CADET G. J. BOYLE

U.S. Coast Guard Academy
New London, Conn.

● It was the Coast Guard.—ED.

A LOOK AT THE WORLD'S WEEK

Sirs:

While it might be chilly for those college boys in Richmond, Va. who shaved their heads ("A Hairless Huddle," LIFE, Feb. 4), Jeff Amos of San Francisco got an icier reception.

He got himself a "Yul Brynner" and right off his high school banished him. He got back in school but had to wear a stocking cap in class until his hair grew a little.

SIV OQVIST

San Francisco, Calif.



JEFF AMOS: THEN, LATER AND NOW

EDITORIAL

Sirs:

It is amazing how you have amassed so many facts which so accurately describe the present condition of this malady ("Inflation—a Disease of the Budget," LIFE, Feb. 4). Too many times common sense is bypassed in government dealings.

FELIX A. COLOSINO

Memphis, Tenn.

Sirs:

You quote the President: "As long as the American people demand and, in my opinion, deserve the kind of services that this budget provides, we have got to spend this kind of money." I have long admired Mr. Eisenhower and I was disappointed when he said this.

My wife may demand and, in my opinion, deserve a $4,000 mink coat and an $8,000 Cadillac, but that is no sign she is going to get these articles.

RALPH E. NYE

Webster Groves, Mo.

Sirs:

I have noted with interest the reference to Parkinson's Law in your excellent editorial. May I correct a small slip, which might loom large in the eyes of Professor Parkinson himself; *i.e.*, the statement that he does not exist. Parkinson's Law is not named "after nobody" but after C. Northcote Parkinson, professor of history at the University of Malaya in Singapore; he has recently discovered several basic laws that govern our society and our economy, from the "cocktail grid" for spotting celebrities at cocktail parties to the law of inverse relationship between office decor and business potential. Parkinson's Law will soon be available in book form.

PAUL BROOKS

Houghton Mifflin Company
Boston, Mass.

MODEST MILLIONAIRE'S MISSION

Sirs:

In your close-up of John Hay Whitney, you mention his grandfather, Jonathan Hay ("Modest Millionaire's Mission," LIFE, Feb. 4).

John Hay was baptized John Milton Hay but dropped the middle name in his younger years. If you can ever find the name Jonathan as applied to my father it will be a surprise to his family and to his biographers.

CLARENCE L. HAY

New York, N.Y.

● LIFE was mistaken.—ED.

PSYCHOLOGY SERIES

Sirs:

My compliments on a very fine series on psychology (LIFE, Jan. 7 through Feb. 4). It represents, in my opinion, the soundest treatment of psychology at a popular level available, and is a real contribution to public knowledge.

JOSEPH G. DAWSON
President

The Louisiana Psychological Association
New Orleans, La.

Sirs:

During nine years of clinical psychological practice and two years applied to selling, I have read several limited articles on this new science.

LIFE and Mr. Havemann deserve the highest praise for diligent emphasis on the scope and variety of the wonderful human enterprises we call psychology.

JOHN T. PAYNE

Roanoke, Va.

Sirs:

As a psychology major, I want to thank you for your wonderfully informative psychology series by Ernest Havemann.

ROSALIE FRIEDMAN

Wellesley College
Wellesley, Mass.

SCANDAL IN REHEARSAL

Sirs:

LIFE was incorrect in saying that the tragedy of Rudolph of Austria "occurred almost 60 years ago" ("Scandal in Rehearsal," LIFE, Feb. 4). I was there and passed by his coffin in 1889, exactly 68 years ago. His head was swathed in a bandage (*left*), as his head supposedly had been crushed by a champagne bottle.



J. THEODOROWICZ

Newton Centre, Mass.

● Most historians believe Rudolph was a suicide by pistol though a few say a blow from a billiard cue or a champagne bottle killed him.—ED.

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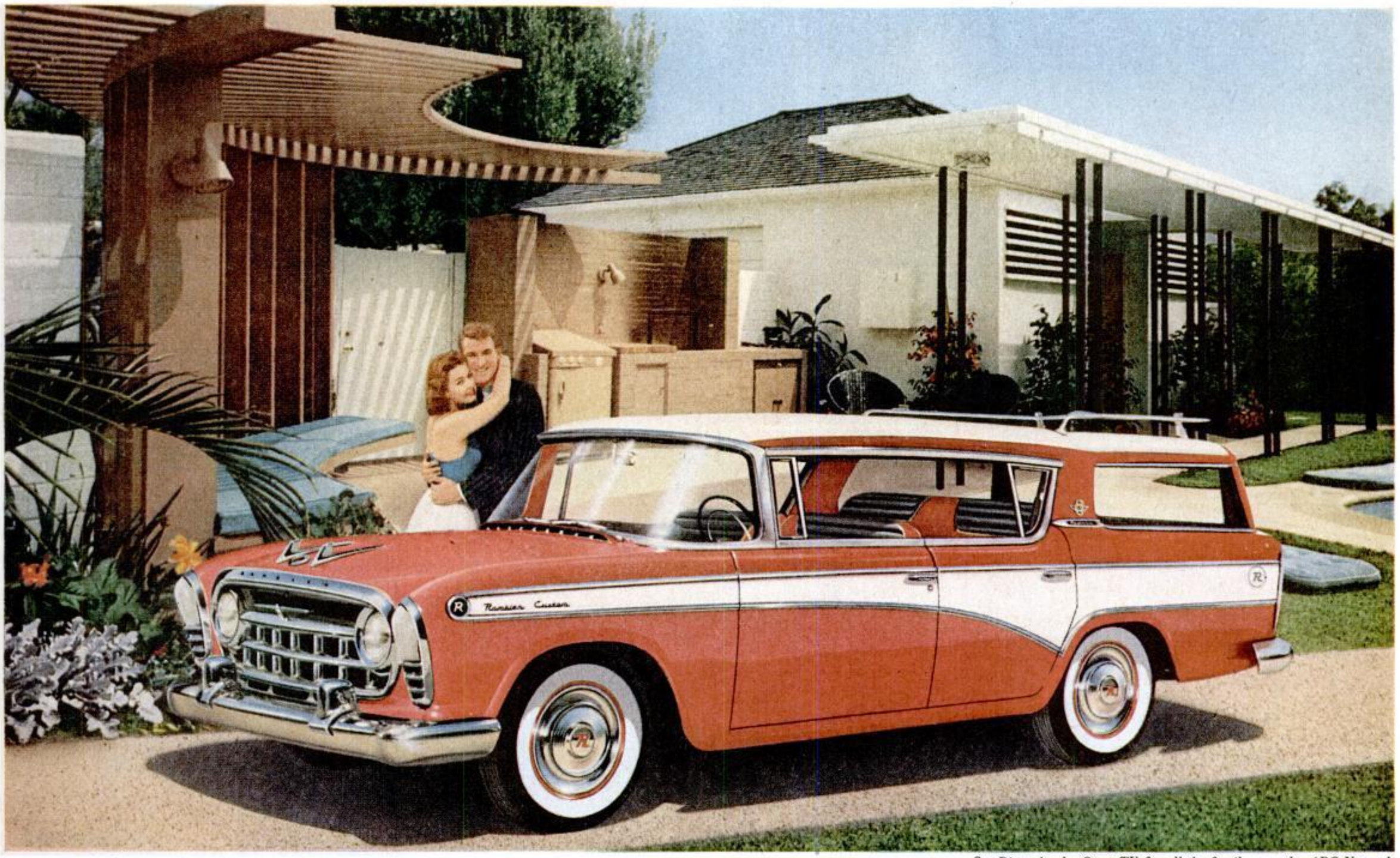
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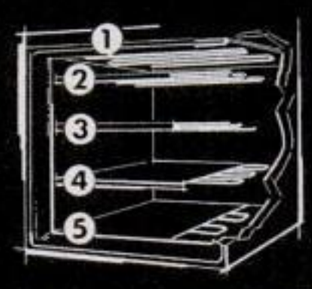
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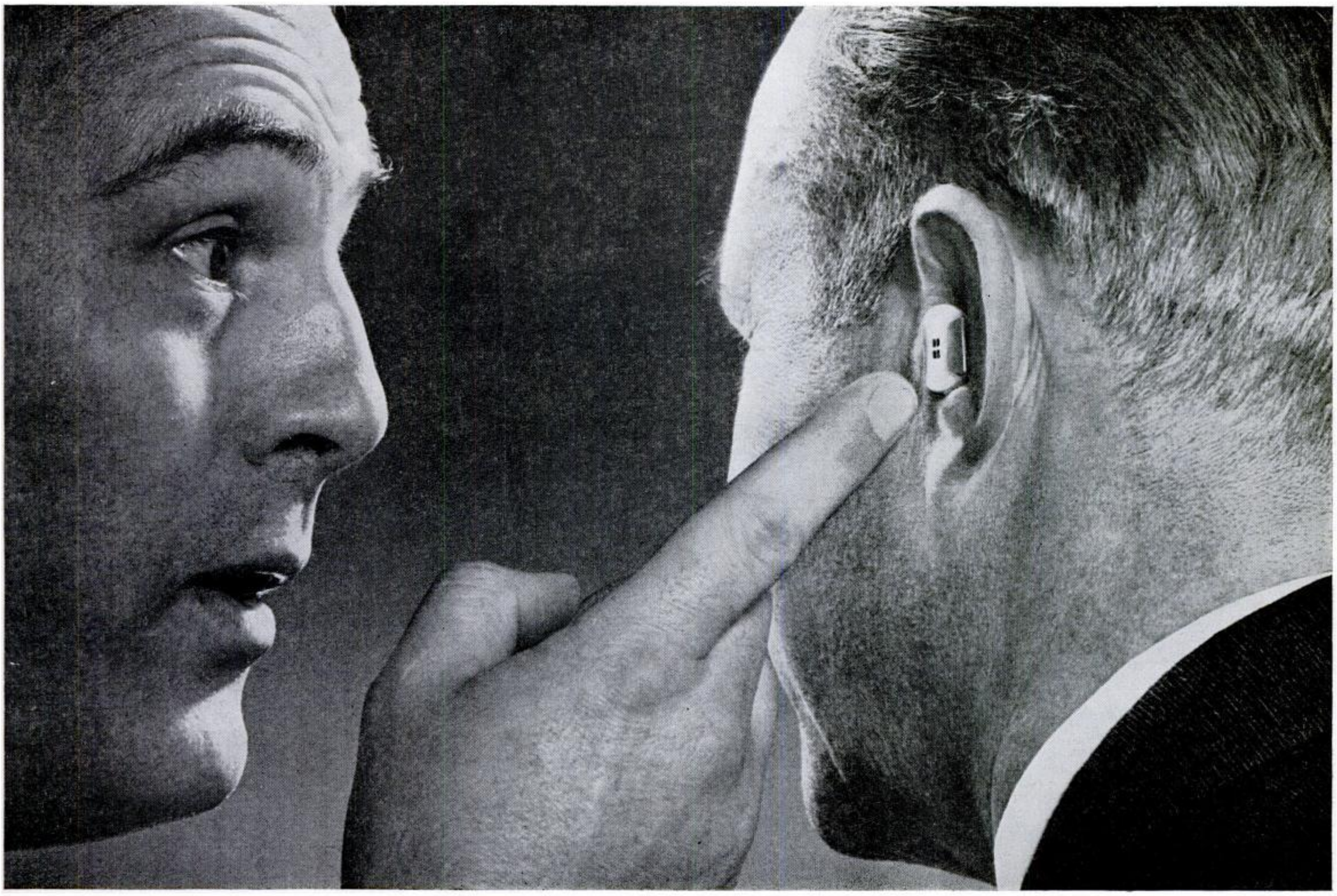
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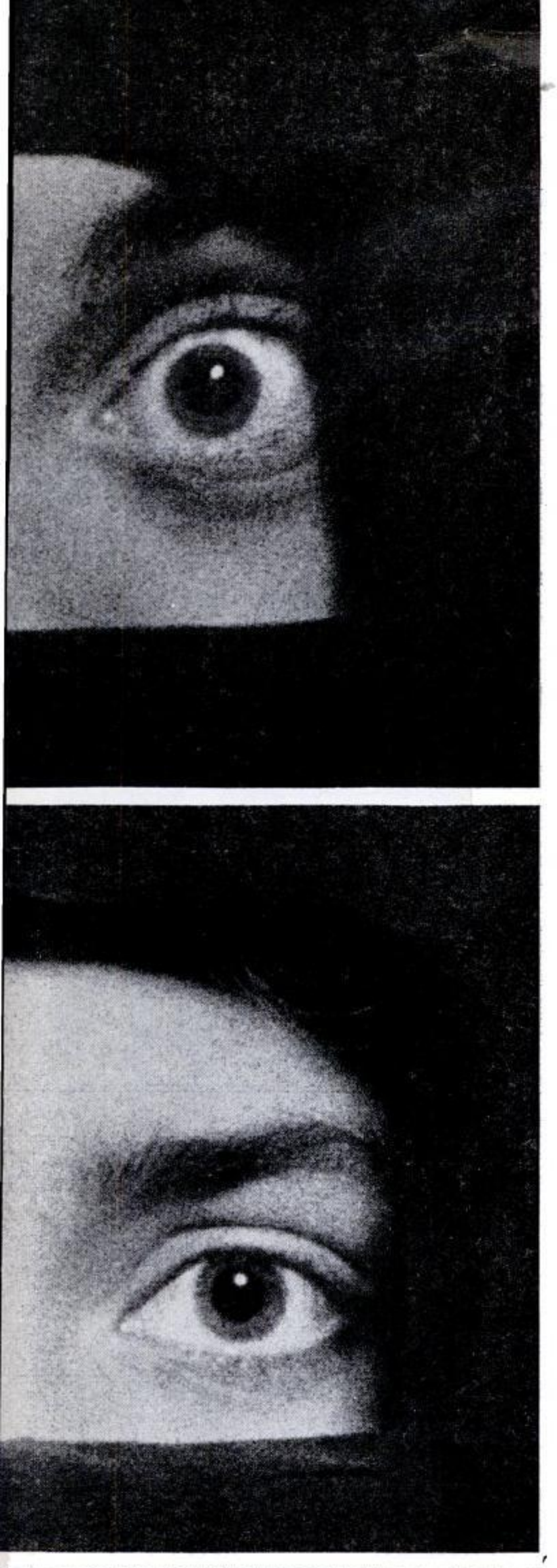








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Which stare ensnares?

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ENTRANCING EYES (*opposite page*) peer from slots. The winning stare is in left center picture.

THE WINNER is gray-eyed Candy Huber, a 19-year-old sophomore, who got crown and trophy. →



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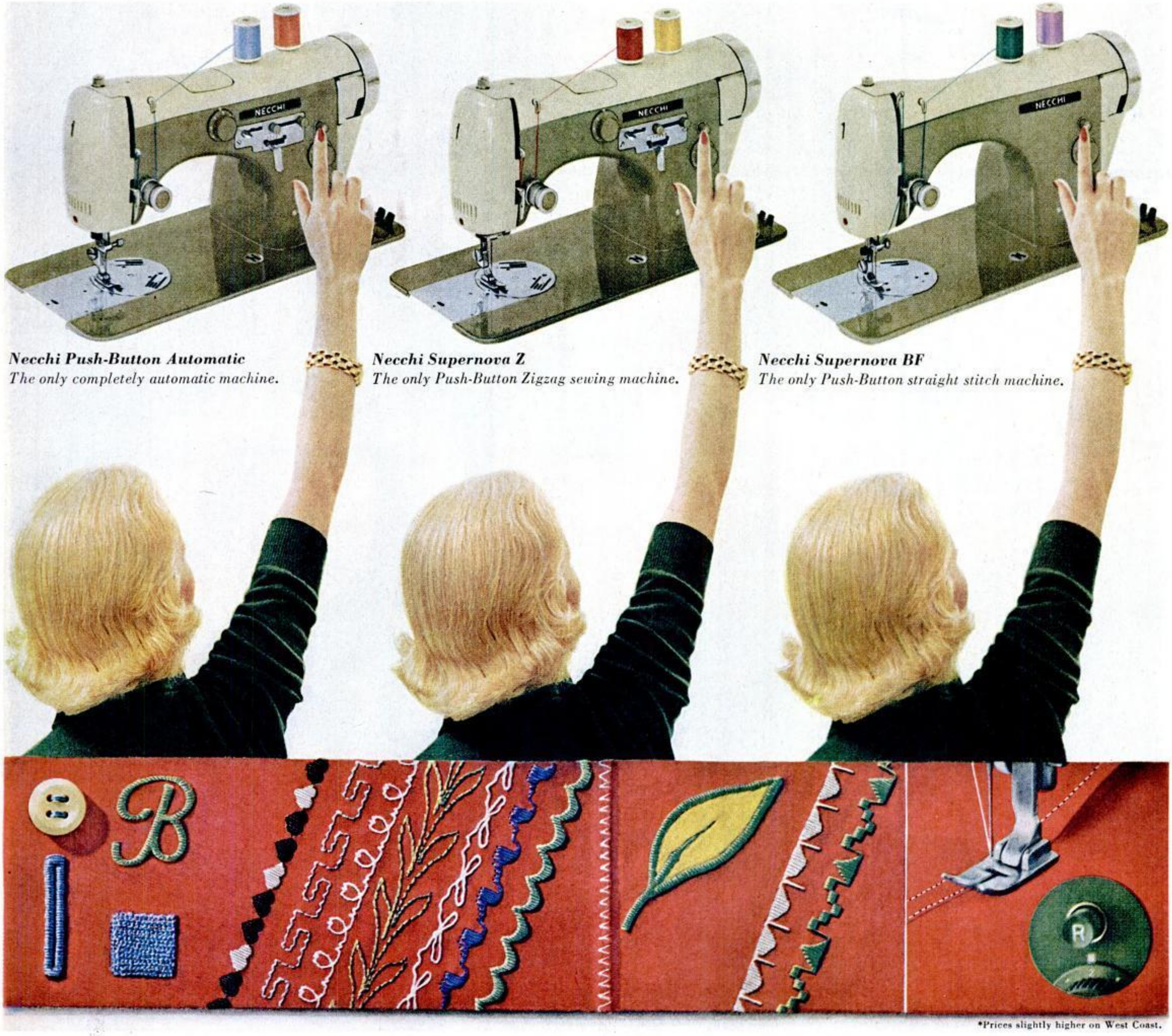
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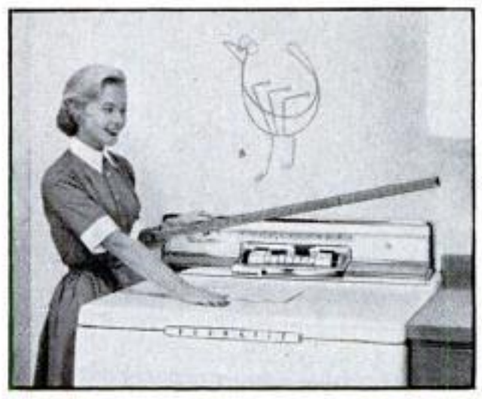


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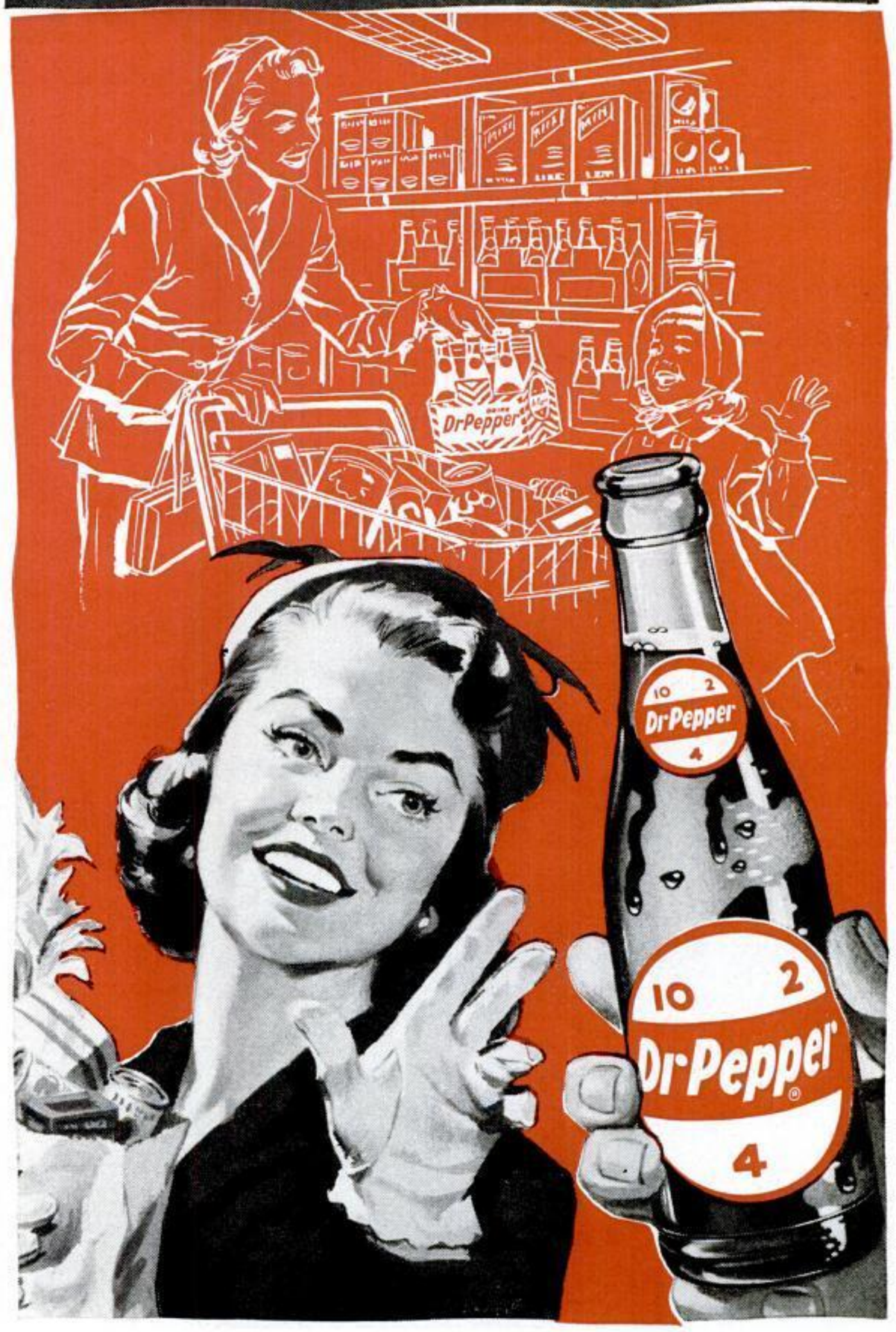
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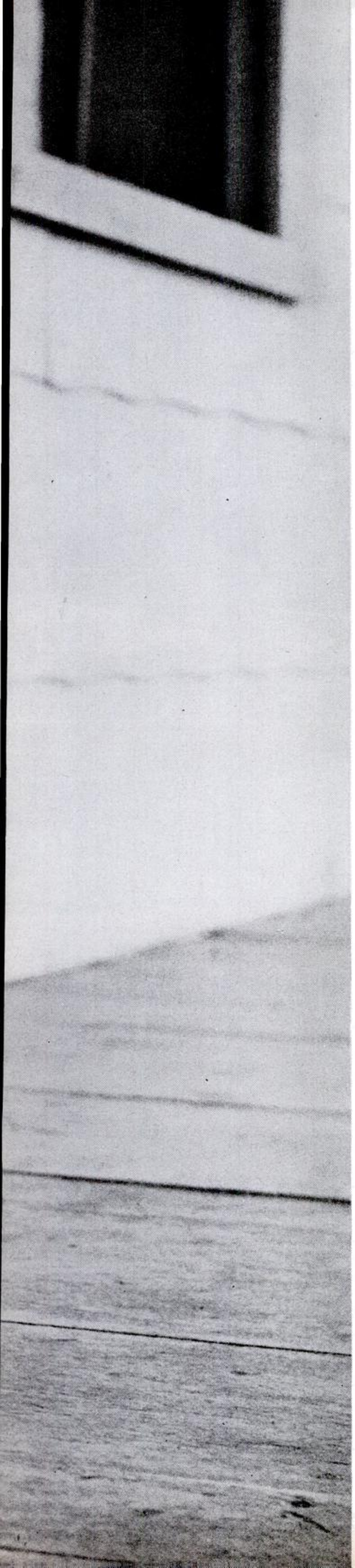
When you're tired or thirsty, you'll appreciate this original blend of thirst-quenching flavors. Always satisfying... sparkling good... with a friendly lift. Pick a pack of Dr Pepper. Serve it frosty-cold. It's the friendly "Pepper-Upper" that never lets you down!

Dr Pepper®

.....frosty, man—frosty!.....

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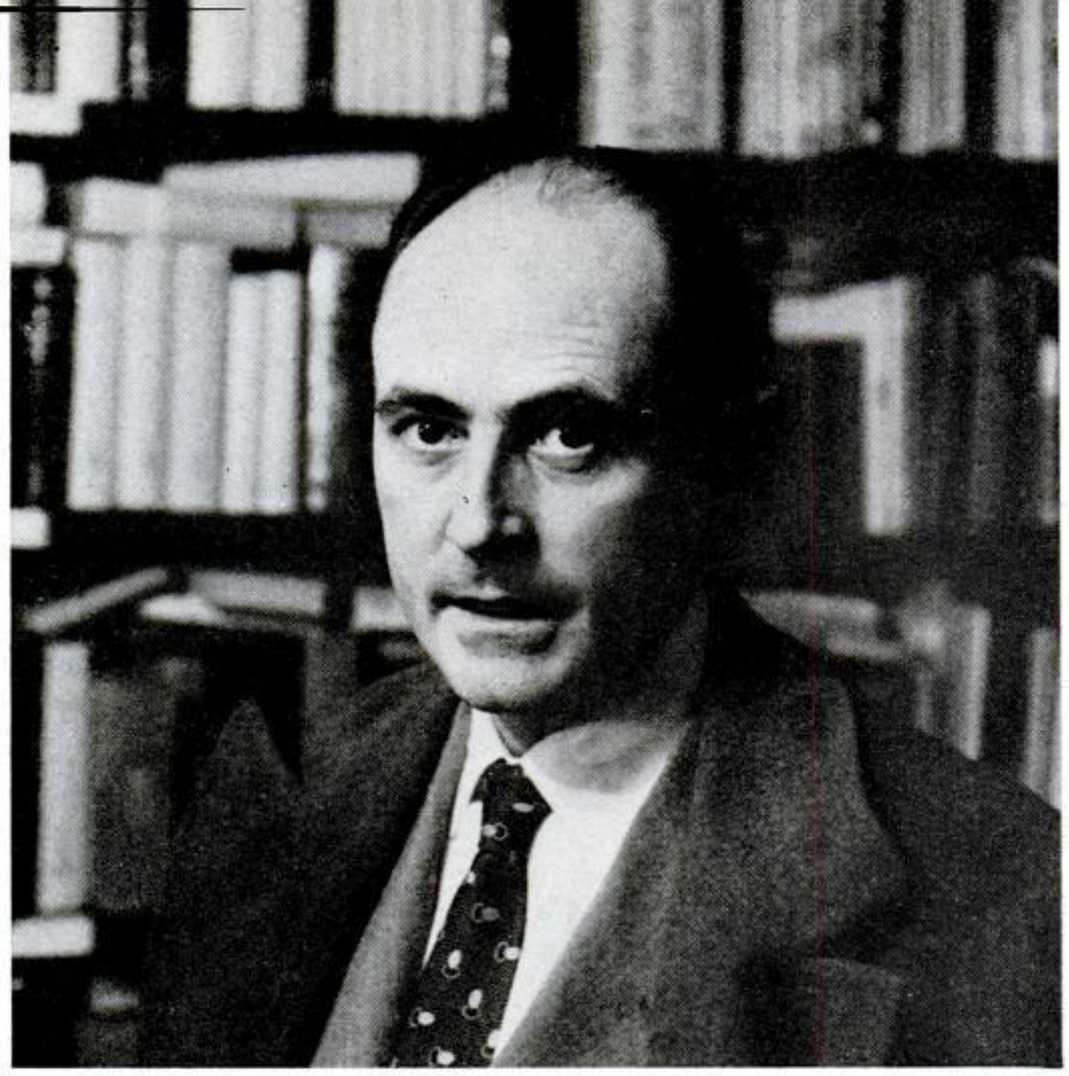
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"Best Friends"
Photographed by
HAL BERG

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MISSING MAN Jesús María de Galíndez was photographed in a New York bookstore some two weeks before he disappeared. A teacher and graduate student at Columbia University, he had written a 750-page Ph.D. thesis bitterly attacking the Dominican Republic's Generalissimo Trujillo.



MYSTERY PLANE A rented Beechcraft D-18 was used to fly a passenger now believed to be Galíndez to Dominican Republic. Man shown with plane is Miami pilot, Tom Guthrie, who later bought it without realizing its history. But Guthrie did know pilot on the strange mission.



MISSING PILOT 23-year-old American Gerald Lester Murphy carelessly told some of his intimates that he had flown Galíndez from the U.S. Shortly after this picture was taken on the terrace of his apartment in Ciudad Trujillo, Murphy also vanished, later was declared dead.

THE STORY OF A



LATE AT NIGHT AT AN ALL BUT DESERTED LONG ISLAND AIRPORT TWO MEN

DISAPPEARANCE OF A DICTATOR'S

Every year 10,000 people disappear from the streets of New York, raising no hue and cry and leaving little trace. But last March an extraordinary man disappeared from New York under extraordinary circumstances. Now, for the first time, his story and that of two others—one of whom also disappeared and another who died or was killed—can be pieced together. It adds up to an amazing tale of intrigue, violence and perhaps murder involving the Dominican Republic, which is run by the ruthless Dictator Rafael Leónidas Trujillo.

The first man who vanished was 40-year-old Jesús María de Galíndez, a member of the Basque ethnic group in Spain who took part in the Spanish civil war on the Republican side. When Franco took over, Galíndez fled to the Dominican Republic. There he came to hate and fear Dictator Trujillo and had to flee again, this time to the U.S. Here, for a decade, Galíndez was one of the most articulate writers and speakers against Trujillo. He also acted as an agent of the Basque government in exile, on whose behalf he collected a million dollars. After Galíndez vanished, the head of the Basque exile regime claimed that his finances were all in order. In any attempt to identify Galíndez' enemies, none seemed as implacable or as relentless as the man he had attacked so unceasingly and so fiercely—Dictator Trujillo.

When Galíndez dropped from sight, his friends and Trujillo's foes raised a great outcry without solving the mystery. Gradually speculation about it faded from newspaper columns. Then in December a second man disappeared—this time in the dictator's own capital, Ciudad Trujillo. He was a young American pilot named Gerald Lester Murphy. The U.S.

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DARK INTERNATIONAL CONSPIRACY



MOVE A DRUGGED AND BANDAGED MAN BELIEVED TO BE GALINDEZ TOWARD AN AIRPLANE WHOSE U.S. PILOT IS READY FOR LONG FLIGHT TO DOMINICAN REPUBLIC

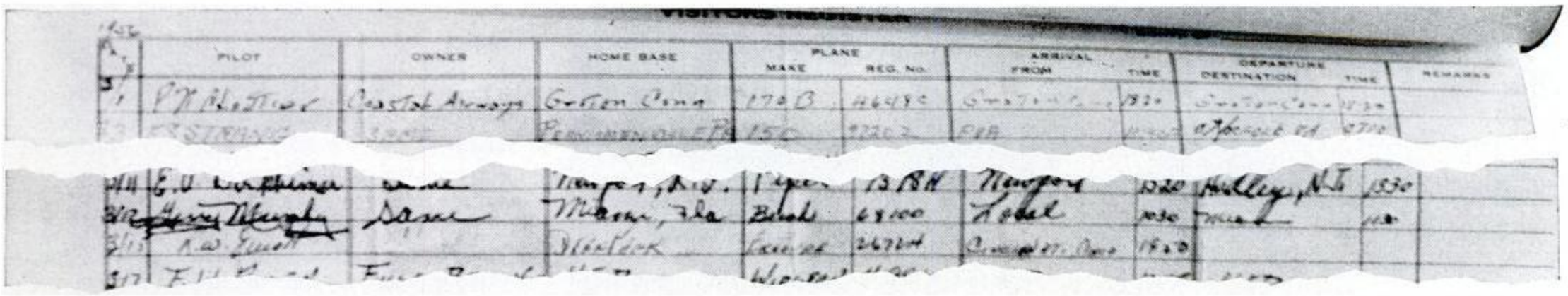
ENEMY WAS EXPLAINED BY A PILOT—AND THEN HE VANISHED TOO

State Department, Murphy's parents, his fiancée and members of Congress promptly pressed the Dominican authorities for an explanation.

The explanation they got was shocking and ingenious but unconvincing. A Dominican pilot, Octavio Antonio de la Maza, was found hanged in a Ciudad Trujillo jail. De la Maza had been an acquaintance of Murphy's and had been arrested by the Dominicans. They asserted he left a suicide note which said he had killed Murphy in a sordid quarrel.

Neither U.S. authorities nor other U.S. parties to the investigation believed it. They had good reason for disbelief because Murphy, just before he disappeared, had done a lot of talking, and some writing, about a curious assignment he had once undertaken. Now, as a result of what he said, it was possible to piece together a theory connecting Galíndez' case, Murphy's disappearance and De la Maza's death. Galíndez had apparently been kidnapped and drugged in a New York subway and hauled in an ambulance to an airport near the city. Hired by the Dominicans, Murphy had been waiting with a plane. Galíndez was placed aboard (*see sketch above*) and Murphy flew him to Montecristi in the Dominican Republic. There De la Maza with another plane took over and made the final delivery of Galíndez to Ciudad Trujillo. Murphy had carelessly begun to talk and he vanished. Then De la Maza was silenced by death.

On these and the following pages, LIFE presents the results of its own extensive investigation of what appears to be a dark and deadly conspiracy.



	PILOT	OWNER	HOME BASE	PLANE MAKE	PLANE REG. NO.	ARRIVAL FROM	ARRIVAL TIME	DEPARTURE DESTINATION	DEPARTURE TIME	REMARKS
3/11	E.O. Carthias	same	Tampa, Fla.	Piper	13 BH	Tampa	920	Valley, N.J.	1530	
3/12	Gerry Murphy	Same	Miami, Fla	Beech	68100	Isabel	930	Same	1130	
3/13	R.W. Ewell		Montecristi	Cessna	26704	Ciudad Trujillo	1620			
3/17	F.H. [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	

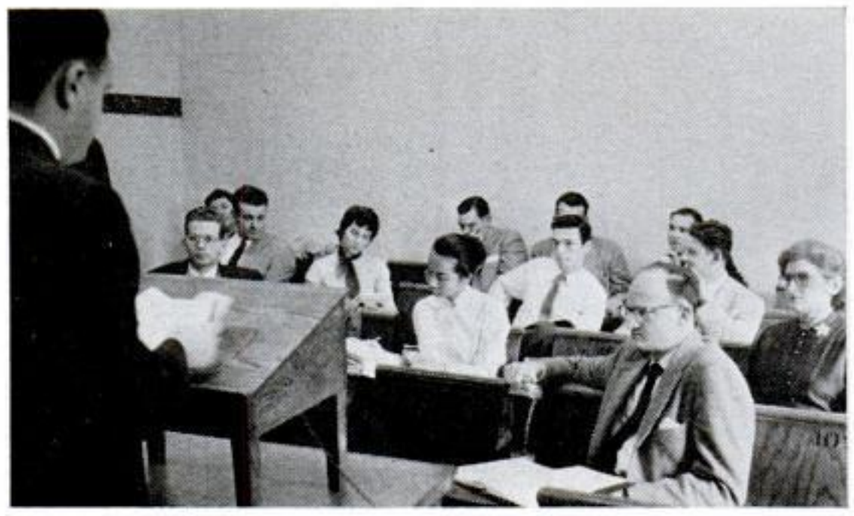
AMITYVILLE AIRPORT LOG RECORDS MURPHY ARRIVED IN BEECH 68100 AT 10:30 A.M. MARCH 12, HEADED FOR MIAMI. HIS OTHER ENTRIES WERE PROVED FALSE

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EXIT: THE SCHOLAR-TEACHER-POLITICIAN WHO ATTACKED TRUJILLO



WITH F.D.R. JR. Galíndez appeared at a ceremony at Roosevelt grave. Franklin later represented Trujillo in the U.S.



HIS CLASS on Latin American government and politics at Columbia University was taught by substitute teacher after Galíndez' disappearance. He also taught Hispanic-American history.



HIS APARTMENT was on Fifth Avenue. Fearing Dominican agents, he had doorman carefully announce visitors.



HIS SPEECH, an anti-Trujillo paper, is read by Norman Thomas to panel sponsored by Interamerican Association. The speech accused Trujillo agents of doing away with five Trujillo critics.



FAVORITE GROUP was a poetry circle, here addressed by friend Thomas Santana, one of those who worried when Galíndez failed to answer phone.



FAVORITE TABLE at Jai Alai, a Basque restaurant in New York, sits empty. In honor of Galíndez, restaurant held table two weeks after disappearance.



BASED ON A DESCRIPTION BY GERRY MURPHY.



FRIENDS OF GALINDEZ on May 29 picketed 598 Madison Avenue, Franklin D. Roosevelt Jr.'s office building, with a coffin representing the victims of Trujillo. Roosevelt registered as U.S. counsel for the Dominican Republic after Galíndez' disappearance, wrote to U.S. attorney general asking investigation.

A MAN BETRAYED

When Jesús de Galíndez vanished in New York last March he vanished quietly. His friends did not really miss him for five long days. Galíndez left his classroom at Columbia University at 9:30 p.m. on March 12—and simply disappeared. On March 13 a friend called to discuss plans for a Pan American Day parade. There was no answer. On March 14, when Galíndez missed a scheduled class, his students thought nothing of it. On March 15 the friend, now worried, asked a building employe to check the Galíndez apartment. Everything was in order. On March 16 Galíndez' friends, cross-checking among themselves, began to be alarmed. On March 17 a police investigation got under way. But there was little to go on until a man named Gerry Murphy talked.

Ironically, what Gerry Murphy said to his many friends was little noticed until he, too, disappeared. Only then did his chance remarks

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DRAWING SHOWS HOW GALINDEZ WAS HUSTLED OUT OF A SUBWAY TO GO IN AN AMBULANCE TO AIRPORT

AND A PILOT WALKS INTO DANGER

begin to build a picture from the puzzle. He had said, for example, that his mysterious patient had been taken from a New York subway and placed in an ambulance. After Gerry himself had vanished, government investigators identified the ambulance that had been used in the job.

Gerry was not the kind to get mixed up with trouble. His record was that of a fine young man—honest, sober, and a dutiful son. No one who knew or worked with him before his involvement in the Galíndez case has had a bad word to say. One thing was denied him —good eyesight—and he had but one weakness, a consuming desire to fly. Born in Minot, N.D. in July 1933, Gerry moved with his family to Eugene, Ore. He filled his room with airplane books and models and spent every spare moment working for flying lessons. He soloed at 16, and at 23 had earned a commercial license with instrument, instructor and mechanic ratings. He tried to get into the Air Force and the airlines, but his eyesight kept him out of the bigtime. He worked as a flight instructor and aeronautical draftsman, flying as much as he could on the side. In November 1955 he took a job as draftsman in Miami. He rented a room on SW 9th Street (Landlady: "A sweet, loving boy"), pestered Riddle Airlines for pilot's job (Chief Pilot: "A very nice kid") and began flying occasional charter jobs for Tom Guthrie's air taxi service (Guthrie: "We thought of him as a son"). About that time Gerry said he made a new friend, Arturo Espaillat, New York consul general for the Dominican Republic. Then things began to change. In early March Gerry told Guthrie he had a good charter proposition and was going to take it. He went up to Linden, N.J. to rent a twin-engine Beechcraft for the job.

ENTER: THE DEDICATED FLYER



AN EAGLE SCOUT, Gerry makes formal speech on the day of his appointment in Granville, N.D. in 1949. He was town's first scout to attain this rank.



AN AIRPLANE FAN, as a teen-ager, Gerry loved to haunt Portland airport and watch planes. Family snapshot shows him with father and sister Linda.



RECENT PORTRAIT shows Gerry as a handsome young man. Self-conscious about his poor eyesight, he usually wore thick sunglasses or contact lenses.

CONTINUED 27

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sos ni lo separaría de la historia.

Príncipes de la Iglesia, Arzobispos, Sacerdotes, Congresistas:

este mundo.

MY FRIEND. HERE. GENERAL ESPAILLAT NOW CONSULATE GEN. TO NEW YORK.

Momentos en que Señor Presidente del Brasil en compañía del señor Ministro de Relaciones Exteriores de la República Dominicana y varios oficiales de alta graduación, examinaban una de las armas de fabricación Nacional en el Pabellón de las Fuerzas Armadas instala[illegible] en la Feria de la Paz y [illegible]

E Genera
sidente d
Dom[illegible]ca

A "FRIEND" OF GERRY'S, General Espaillat, now Dominican consul general in New York City, appeared in a Spanish-language magazine. Gerry sent the magazine home with inked notations (*above*). Espaillat denies knowing Gerry.



A FELLOW PILOT of Gerry's, Captain Octavio de la Maza, is shown in London in 1954, with Don Luis Bernardino (*left*). De la Maza and Bernardino had a gun battle in which the latter was killed. Case was "closed on diplomatic grounds."



GERRY'S FIANCEE, Sally Caire, met him when she was a hostess for Pan American World Airways. When she learned of his disappearance Sally quit, joined Gerry's father and went down to the Dominican Republic to look for him. Neither she nor his parents have given up hope that Gerry is still alive.

WHEN THE PILOT

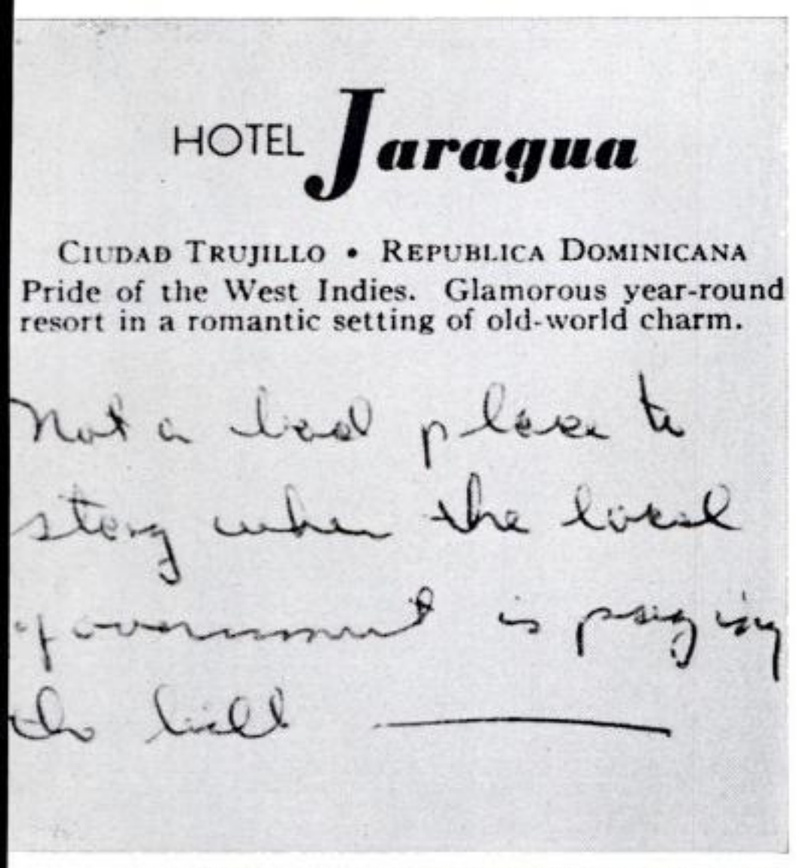
Gerry Murphy showed up on March 5 at New Jersey's Linden Airport to rent a twin-engine Beechcraft plane for a month from a company called Trade Ayer. He wanted it for "businessmen's junkets," and paid cash—$800.

The plane was ready March 9. Gerry made a test flight and took off for Newark March 10, landing at 5:50 p.m. This much was shown on the records. But Gerry was seen at Staten Island and the plane, N68100, was seen there too. While it was there, an airport worker said, he saw a man installing extra tanks in the cabin. He asked where the plane was going. The man said flatly, "Azores."

At 9:44 a.m. March 12—the last day that Galíndez was seen in New York—Gerry took off from Newark, announcing his destination Miami and listing no passengers: one man can fly a twin Beech. At 10:30 Gerry landed, not at Miami, but at Zahns Airport at Amityville, Long Island. He announced his departure time as a half hour later but did not leave. That evening an ambulance entered the airport and,



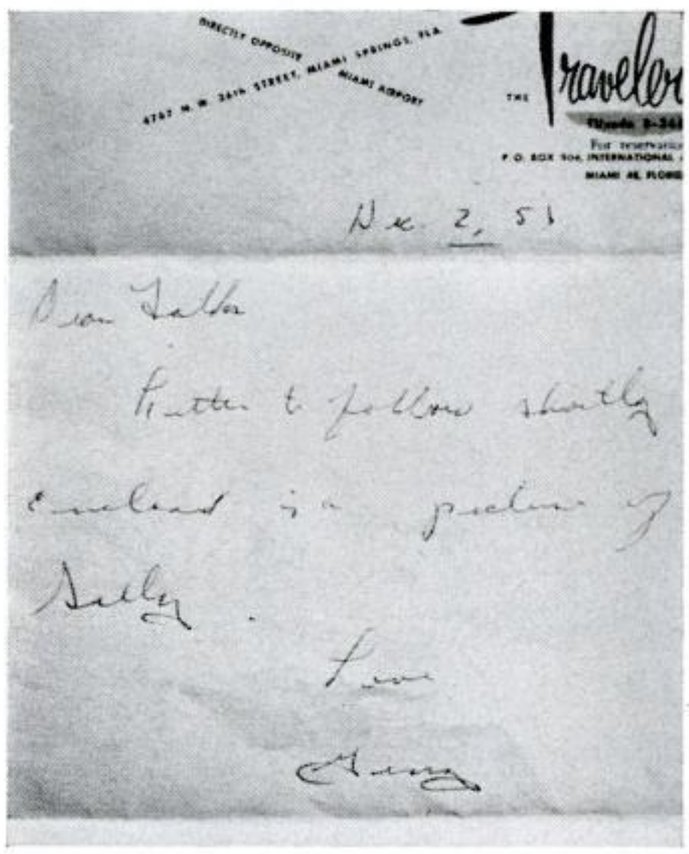
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LIVING IT UP in the most expensive hotel in Ciudad Trujillo while working for CDA, Gerry sent his family this postcard telling of his good fortune.



IN MIAMI working for Guthrie, Gerry lived in this house on SW 9th Street. After his mysterious trip he moved to new quarters, bought a $4,400 Dodge.



LAST LETTER HOME, mailed from Miami on hotel stationery dated Dec. 2, said simply, "Letter to follow shortly. Enclosed is picture of Sally. Love."

DISAPPEARS ANOTHER MAN DIES A MYSTERIOUS DEATH

according to Gerry, an "invalid" was loaded on his plane.

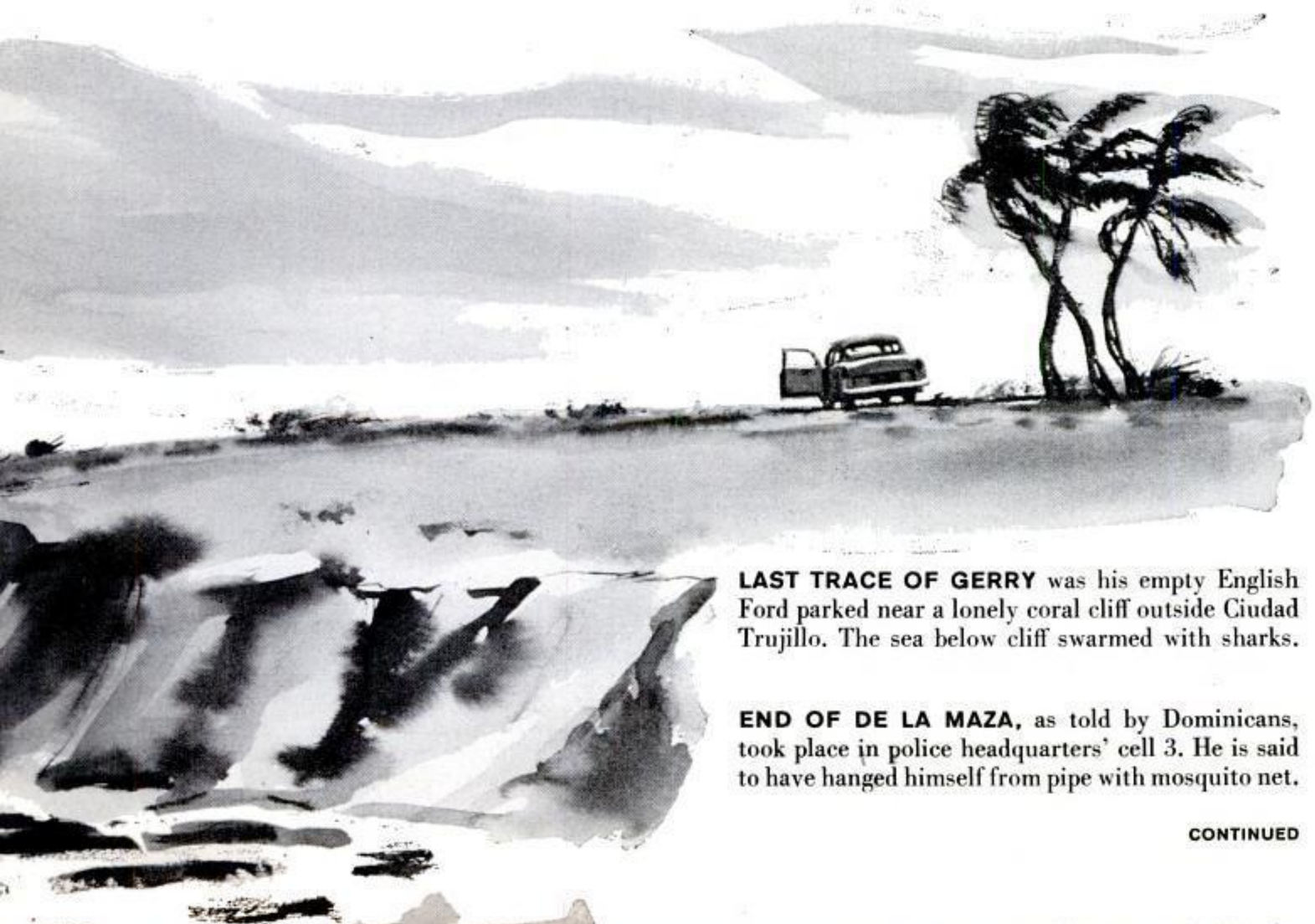
Early on the morning of March 13, N68100 landed at Miami's Tamiami Airport, looking for gas. It was too early. N68100 took off for Lantana Airport near West Palm Beach. There Gerry took on $95 worth of gas, paid cash, thus avoiding signing the gas slip, added a $15 tip. Then Gerry and his patient took off for Montecristi airport in the Dominican Republic. It was the end of a phase of Gerry's life and the beginning of another.

A few days later Gerry and his twin Beech were back in Miami—without the "patient." At Guthrie's he told a lot of stories. He said he had flown a wealthy invalid from New York to Tampa. He said he had had extra tanks installed for the flight. And Gerry was suddenly affluent. "He was so broke when he went to work for me," says Guthrie, "that he had sold his car for money to eat." Now Gerry began to live better. He bought a 1956 convertible, explaining that his father had sold property.

Then Gerry told Guthrie that a charter flight passenger had fixed him up with a job working for Compañía Dominicana de Aviación, in the Dominican Republic. When Gerry reported to CDA, in Ciudad Trujillo, George Burrie, then general manager, refused him a captaincy because he was short on experience. His status was settled by Dictator Trujillo, who ordered that Gerry be hired as co-pilot.

In Ciudad Trujillo Gerry rented an apartment, bought an English Ford and fell happily to flying. He flew often with a Dominican pilot, Octavio de la Maza. On one trip home he said he had seen Galíndez alive. He met Celia ("Sally") Caire, a pretty Pan American stewardess. In September they were engaged. Gerry wrote gay letters home. He said he was making $800 a month plus "overtime." He showed friends papers from Trujillo which he said would let him get away with anything. But suddenly on Nov. 17 Gerry wrote his parents that his stay on the island had "served its purpose" and he was coming home. Sally last saw him on the afternoon of Dec. 3, during a stopover of her flight at Ciudad Trujillo. That day he put up his car and furniture for sale in a newspaper ad. But he did not get away that easily. Next morning, Dec. 4, the Dominican police found Gerry's Ford abandoned on a cliff near a slaughterhouse. They searched the city and they dragged the bay but found no trace of Gerry. Since slaughterhouse offal is dumped in the bay, the water swarms with sharks. On Dec. 13 the Murphys were notified by the State Department that Gerry was missing.

It was up to the Dominicans to come up with a solution and they sought out the pilot De la Maza, who must have felt their hot breath. On Dec. 10 he appeared at the U.S. embassy and excitedly applied for U.S. visas for his parents. They left on Dec. 14. Three days later De la Maza was arrested and on Jan. 7 the chargé d'affaires was officially informed that De la Maza had hanged himself in his cell, leaving a suicide note saying he had knocked Gerry over the cliff and killed himself in remorse.



LAST TRACE OF GERRY was his empty English Ford parked near a lonely coral cliff outside Ciudad Trujillo. The sea below cliff swarmed with sharks.



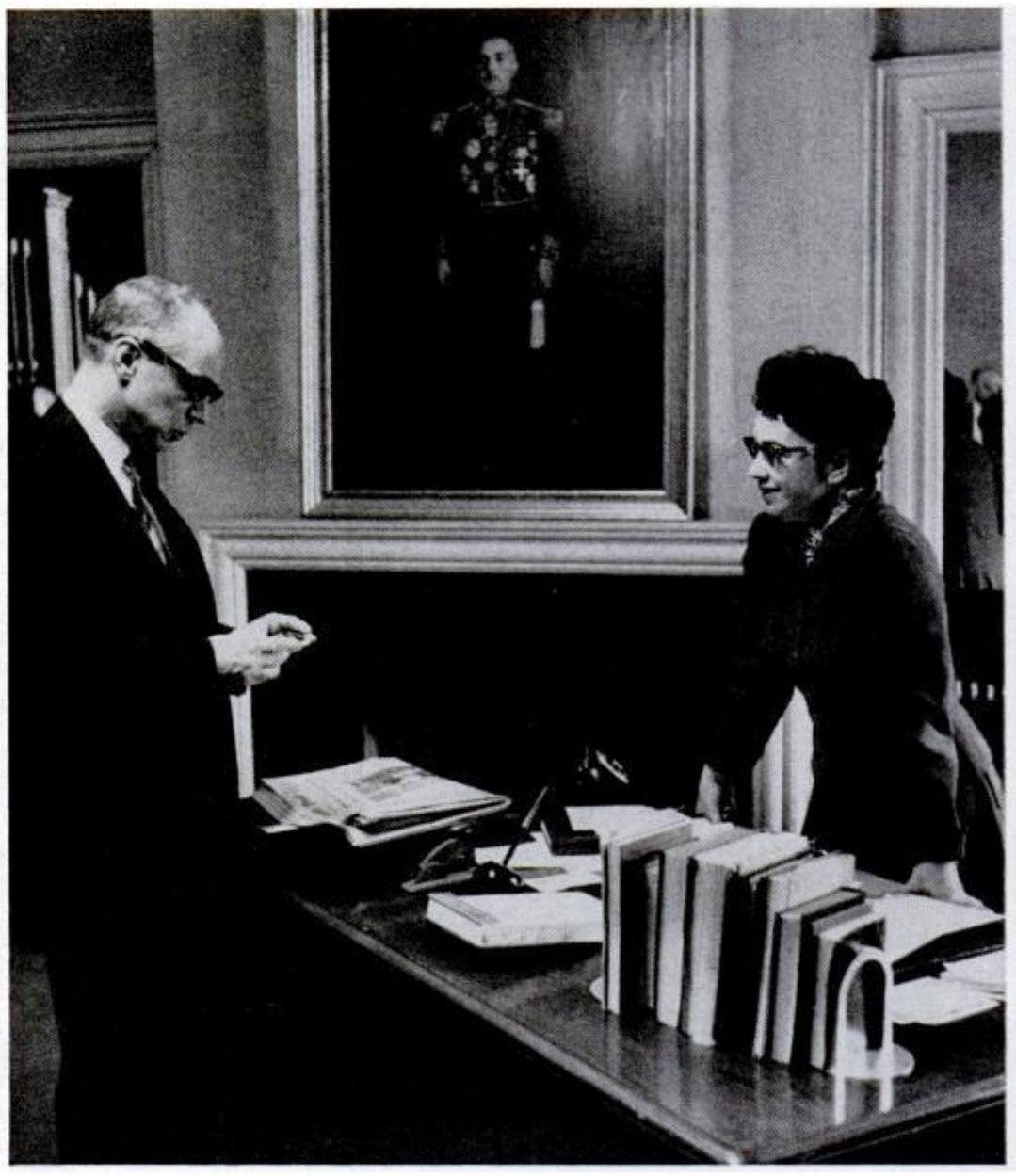
END OF DE LA MAZA, as told by Dominicans, took place in police headquarters' cell 3. He is said to have hanged himself from pipe with mosquito net.

CONTINUED

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PILOT'S SAD PARENTS, Mr. and Mrs. Lester Murphy, in their Eugene, Ore. home reaffirm hope that son Gerry may still be alive. After their son's disappearance the FBI picked up most of his old letters home to study them for clues.



INQUIRING CONGRESSMAN, Charles Porter, calls at Dominican embassy in Washington and talks to Third Secretary Olga Finke under Trujillo portrait. Though he also saw the ambassador, Porter said that all he got was "runaround."

THE PILOT'S FAMILY AND CONGRESSMAN SEEK ANSWERS

Three weeks before De la Maza's death, Gerry Murphy's father Lester (*above, left*) and Sally Caire flew to Ciudad Trujillo to find out what they could. They saw the Dominican attorney general, who told them nothing. As they moved around Ciudad Trujillo, they found themselves being shadowed by Dominican cops. While they packed up Gerry's belongings they were interrupted by mysterious callers and found that all his personal records were missing.

After four harried and futile days the U.S. authorities hustled them out of the country for their safety's sake. Even when they got back to Miami, where Sally had been based as a stewardess, U.S. officials warned her not to stay there because the town was "full of Dominicans." Sally went to Eugene, Ore. to stay with the Murphys before returning to her own home in Wichita, Kans. She was due to have married Gerry on Jan. 10.

Before that Sally Caire received a stunning new shock. The Dominican officials—as if to justify themselves—released the text of what they said was De la Maza's suicide note. Addressed to his wife, the note claimed that he had made no confession of any kind to the Dominican police. Then the note went on to say that Gerry had made improper advances to De la Maza, who had thereupon angrily knocked him into a shark-infested bay. Finally, the note claimed, De la Maza had committed suicide in his cell out of remorse.

Instead of convincing the interested Americans, the published note raised irate questions. It was full of stark contradictions. Nothing in Gerry Murphy's record substantiated De la Maza's charges. And it seemed absurd for De la Maza, after successfully denying everything to the police, to commit suicide and to leave a confession which the Dominican authorities would be the first to find.

One of the first to show disbelief was U.S. Chargé d'Affaires Richard Stephens. He went to the jail cell and tried to demonstrate that De la Maza could not have hanged himself. The Dominicans took this as a grave affront to their honor. Others who protested were U.S. Senator Wayne Morse and Congressman Charles Porter. Porter personally called at the Dominican embassy in Washington, D.C. (*above, right*).

This was not the first time that Dictator Trujillo's regime has been under fire. For 26 years he has ruled the Dominican Republic with icy efficiency. He impressed the world and his 2.4 million subjects with a rising standard of living and ever-improved social services. He dominated the country with his army and his secret police. But with the Galíndez-Murphy-De la Maza case Trujillo seemed to have given unprecedented ammunition to his enemies.



PAST VICTIM, Trujillo enemy, Andrés Requena, was mysteriously killed in New York in 1952. Afterward Dominicans recalled Consul Felix Bernardino.



PRESENT TARGET of threats from Trujillo supporters, German Ornés-Coiscu, publisher who fled Ciudad Trujillo in 1955, has been admitted to U.S.

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THE FACE OF THE DICTATOR, a huge portrait of Trujillo, looms like an ever-present Big Brother over a machine-gun barrel and a rifle rack in the Armed Forces building of a Ciudad Trujillo exposition. Trujillo is boss of the Dominican armed forces. His rank of five-star generalissimo was conferred on him by the one-party Dominican Congress which has also officially designated him as both the "Benefactor of the Fatherland" and the "Father of the New Fatherland."

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A LOOK AT THE WORLD'S WEEK



12 FIREMEN, 12

A platoon of New York City firemen deployed on the fire escape of a burning factory provided a striking tableau of 12 fire fighters in action. In an hour the fire was under control.



WHO SAYS HE AIN'T NOTHIN' BUT A HOUN' DOG?

In a Manhattan dog salon a 2½-year-old Afghan named Shirkhan of Grandeur stretched out in sumptuous comfort after being named top dog in the nation's top dog show, the Westminster Kennel Club competition. Picked from 2,594 dogs, he was the first hound ever to win the 50-year-old best in show award. "I think he is a great hound," said the judge who picked him.

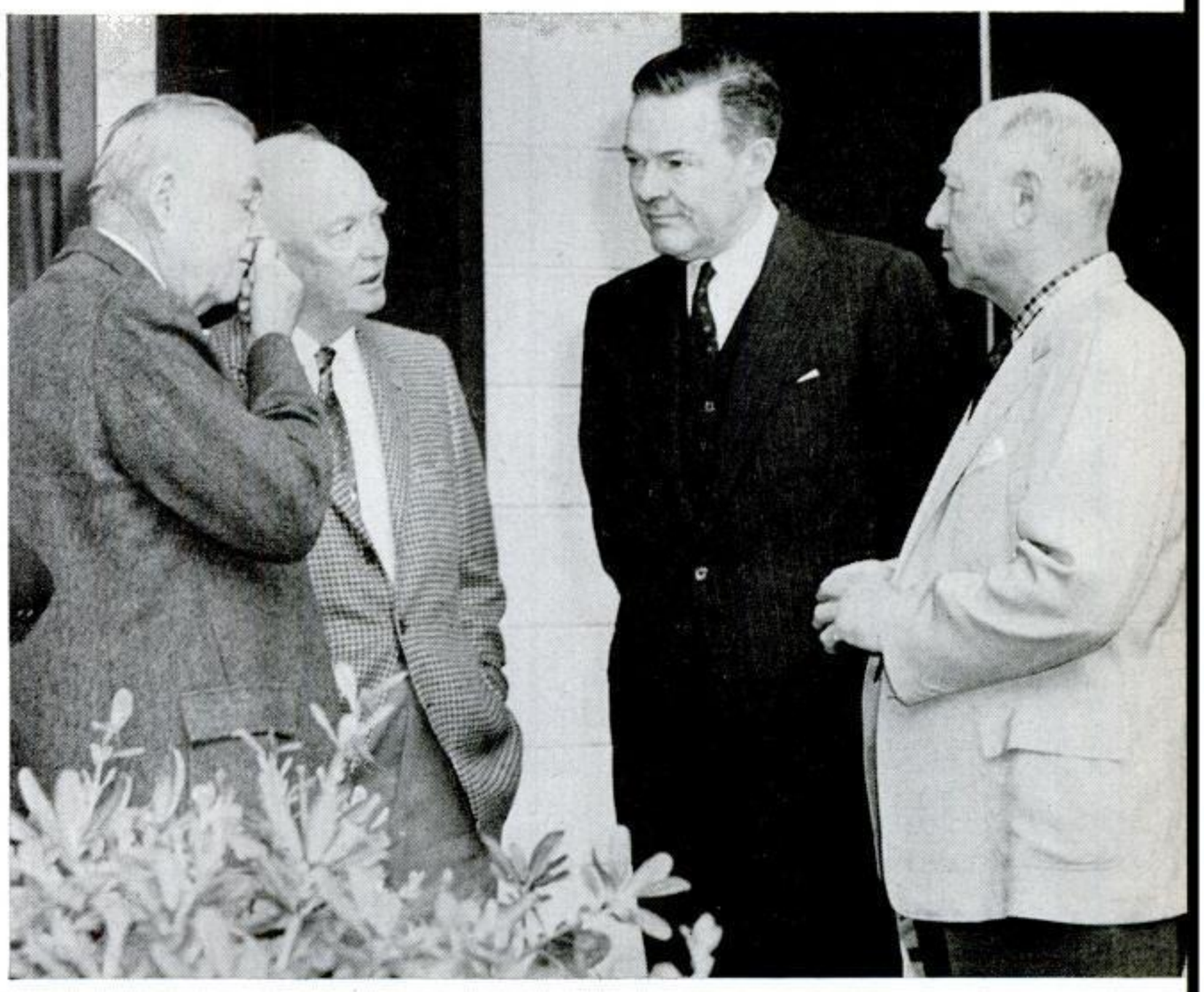




OFF AND RUNNING IN THE SNOW

At Bowie race track the turf was dappled with snow as a pair of wintry riders exercised their horses the day before Maryland's racing season opened. But next day the snow had melted, the weather was clear, the track was good and 12,700 racing fans were there to bet nearly $1 million.





TIME OUT FOR MIDEAST CRISIS

A presidential vacation was interrupted for a conference on the Georgia plantation of Treasury Secretary Humphrey (*right*). When Israel rejected the U.S. plan for evacuation of the Gaza Strip, Secretary Dulles and Chief U.N. Delegate Lodge flew down to discuss the next step (*see Editorial*).



A CONFUSING SHIFT OF SOVIETS

A shift of top Soviets had Western experts guessing as Foreign Minister Dmitri Shepilov (*left, behind Premier Bulganin*) was supplanted by Andrei Gromyko (*right*). Most thought the elevation of Gromyko, a protégé of Stalin's foreign minister Molotov, meant a return to the tough Stalin line.

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$164,001 Eighth Grader Leonard Ross who had won $100,000 last year for knowledge of the stock market, on Sunday won the *$64,000 Challenge* plus $1 on *The Big Surprise.*



$138,000 Columbia University Instructor Charles Van Doren added another $16,000 to his earlier $122,000 earnings when he made his 11th appearance on *Twenty-One.* Here he extends his hand to his defeated opponent, Dr. Hall Griffith (*left*) as quiz master, Jack Barry, looks on. Van Doren's earnings have been further increased by fees for guest appearances on other TV shows.



$25,200 After winning $200, Gerald Granica (*right*) qualified to choose one box among 50 on *Treasure Hunt.* Box held $25,000.



$10,000 Trio of winners on *Name That Tune,* Norma Blum from Brazil, Duane Carlson of Naperville, Ill. and Mesfin Binega from Ethiopia will divide money for naming five popular songs. It was their third appearance on the show on which their winnings can mount to $25,000.



$89,600 On *Do You Trust Your Wife?,* Erik and Helena Gude have won annuities which will pay $100 weekly for at least 17 years.



$500 FREEZER was prize Grace Sylvester (*right*) won on *Truth or Consequences* show held in NBC-TV studio in Hollywood. The award was for decorating top of her husband's bald head with cake frosting.

EVEN A DOG WON LAST WEEK

TV shells out nearly half a million dollars as quiz craze hits peak

Last week the quiz show craze spread over the TV channels like the prize money showering on the shows' contestants. In seven days nearly $500,000 was paid out, or pledged against reappearances, to an assortment of men, women, children and dogs as advertiser tried to outbid advertiser for an audience. As a result it has become difficult to get out of quiz show range at any hour of the day. Not counting the innumerable local shows there are now 21 question-and-answer contests on the three big networks —and seven of them are in action five days a week. On NBC, for instance, commencing at 11 a.m. four one-half-hour quizzes follow one another. On Tuesday night there is only one hour in the period between 7:30 and 11 p.m. when the viewer need be out of sight or hearing of someone asking or answering a question —and being paid amply for doing so.

In contrast to the impressive erudition of Columbia University Instructor Charles Van Doren and 11-year-old stock market statistician Leonard Ross, TV added a lucrative contest for talking dogs. The canines which could get out bi-syllabic words intelligibly on the early morning dog-talent search won $500 a word, with a $20,000 limit on canine loquacity. The 4-year-old terrier (*right, above*) was the week's big winner there as he convinced the show's board of human judges that he was really speaking.

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WINNING FOX TERRIER NAMED BING SAID "HELLO" AND "ALRIGHT" TO THE TV AUDIENCE ON THE "GOOD MORNING" SHOW TO EARN TOP DOG PRIZE MONEY

HOW QUIZ SHOWS COMMITTED THEIR PRIZES LAST WEEK

$64,000 CHALLENGE-CBS	$74,000	TREASURE HUNT-ABC	$26,463
TWENTY-ONE-NBC	139,000	YOU'RE ON YOUR OWN-CBS	1,700
NAME THAT TUNE-CBS	10,250	GOOD MORNING-CBS	2,500
THE BIG SURPRISE-NBC	30,001	THE PRICE IS RIGHT-NBC	16,465
TO TELL THE TRUTH-CBS	2,750	TRUTH OR CONSEQUENCES-NBC	4,566
THE $64,000 QUESTION-CBS	42,000	STRIKE IT RICH-CBS	6,005
DO YOU TRUST YOUR WIFE?-CBS	89,600	TIC TAC DOUGH-NBC	5,300
HOLD THAT NOTE-NBC	13,350	IT COULD BE YOU-NBC	6,440
GIANT STEP-CBS	1,500	ART LINKLETTER'S HOUSE PARTY-CBS	4,950
YOU BET YOUR LIFE-NBC	1,200	THE BIG PAYOFF-CBS	9,570
BEAT THE CLOCK-CBS	1,635		$489,245

CONTESTANT WHO FLUNKED WAS DOG WHO DIDN'T TALK BUT CHEWED CIGAR →



DULLES' THORNY PATH

The Democrats, as Senator Aiken told John Foster Dulles, have been making "a concerted effort to destroy you politically and personally." The Secretary of State has been almost the sole preoccupation of the 85th Congress since it was sworn in. He has taken over the role played by Richard Nixon during last year's campaign, that of scapegoat, whipping boy and lightning rod for attacks that are really meant for the Republican party and the President.

The get-Dulles operation is concurrent but not identical with a more reasoned uneasiness about U.S. foreign policy since Suez. And both come at a time when Dulles is engaged in a major operation of his own: the attempt to reach some kind of workable settlement in the crisis-ridden Middle East. A lesser man might find this combination of work and warfare, of egg-treading and hatchet-dodging, intolerable. Dulles hasn't.

The President is spending half his working time on the Middle East. Dulles is up to his ears in it. His whole place in history, and its verdict on his policies (which he believes have been "honorable and sound") will be chiefly determined by whether his current diplomatic operation succeeds or fails. So will many vital interests of the U.S. If Dulles succeeds, the U.S. gains; if he fails, the U.S. loses. His serious critics can therefore scarcely hope he fails just to vindicate their own worst fears. Rather they should re-examine these fears and cleanse them of any partisan or personal dislike.

This is not the place for a total refutation of all the criticisms of Dulles. His present task would certainly be easier had he made bold and early efforts to fill the famous Mideastern "vacuum" before the Anglo-French invasion left him no choice. The very size of his task gives plenty of reasons for pessimism about the outcome. He is trying to bring order to a very disorderly part of the world. And he must work on at least two levels at once.

•

On one level he must give the U.S. a more solid diplomatic stake in the area than it has had—and the area a more solid stake in U.S. policy. That is the purpose of the "Eisenhower Doctrine" resolution. On another level he must handle a host of delicate negotiations to complete the withdrawals from Egypt, the clearing of the canal, a new treaty on its supervision, an enforceable Arab-Israeli armistice, a resettlement of the refugees of '47–'48 and a general expectation of improved living conditions. The hardest of these problems are still unsolved. But what lies behind indicates that what is ahead is not altogether impossible.

From his grilling by Congress on the Eisenhower Doctrine, Dulles emerged verbally bloodied but with the doctrine substantially intact. The Senate Committee's Mansfield amendment, by removing some more or less genuine doubts about constitutionality, has strengthened the resolution's chances of easy passage on the floor. Skillfully used, this resolution will enable American influence to offset Soviet influence throughout the Mideast. Pessimists tell us that Communism has already established itself as a permanent power there. The vacuum, glooms Professor Hans Morgenthau, "has already been filled, by [our] enemies." In actual fact, Communism has seriously infiltrated only two countries, Syria and Egypt, and has only as much future thereabouts as our diplomacy allows it. The Eisenhower Doctrine expresses our intention to allow it little or none.

•

On the other level, the attempt to liquidate the Suez war, the headlines give the impression that Dulles has been staggering from one subcrisis to another. In fact, he has followed a pretty straight line, and not without success. The subcrises of November and December, which seemed so hopeless at the time, have at least given place to new ones. Shepilov's threat of Russian "volunteers" was soon withdrawn (so last week was Shepilov). The prediction that the canal would not be cleared for a year proved false; it is almost cleared now. The Israeli refusal to quit the Sinai peninsula has been whittled back to Gaza and Aqaba. The Syrian government has stopped threatening Iraq. A U.N. police force is extending its jurisdiction. The Baghdad Pact nations have been strengthened by U.S. support, and King Saud's successful visit here has added a new spokesman for the honesty of U.S. intentions.

The gravest charge against Dulles is that he permitted what Senator Fulbright calls "the disastrous and remarkable collapse of our relations with our closest allies." He is even charged with making a diplomatic revolution and aligning the U.S. permanently with the Afro-Asian bloc against Western Europe. This last is nonsense. Our relations with Western Europe have changed, but not for the worse in the long pull. The President is huddling with Premier Mollet next week and Prime Minister Macmillan next month. In these sessions our allies will meet, for the first time, a U.S. government that has thoroughly (if belatedly) involved itself in the future of the Mideast, an area on which Western Europe utterly depends. Obviously our involvement cannot succeed unless it is coordinated with British and French policies. The basis is being laid for a stronger and sounder relationship, a unified Western policy which is also a U.S. and a U.N. policy, and which offers the best hope for tranquillity the Mideast has known for years.

A thousand obstacles—from Israeli intransigence to Nasser's superheated mobs—bestrew Dulles' path. It is a poor time for Americans to add to them by playing party politics against their Secretary of State.

BROTHERHOOD OF SCIENCE

This being World Brotherhood Week, we call attention to one of the world's greatest practicing brotherhoods: that of scientists. They draw no barrier of race, background or religion in recognizing one another's achievements and learning from each other.

Consider the unusual proportion of "foreign-sounding" names among leading U.S. scientists. Why is this? Partly, of course, because many of them were fugitives from the tyrannies of the Hitler era. The U.S. gave haven to brilliant men like Einstein, Teller, Fermi, Szilard, John von Neumann (*see p. 89*) and many others who were indispensable, as it turned out, in enabling us to beat Adolf Hitler to the atomic bomb. The fate of freedom hinged upon this brotherhood of science.

Only last month, nuclear physicists at Columbia broke through the phony barrier of the "parity" concept; three of these pioneers had Chinese names. Such cases do not prove that Asians or Central Europeans inherit better scientific brains than Anglo-Saxons. Far from it. They are rather testimony to the practical value of the comparative color-blindness of science.

The absence of prejudice in a scientific career often attracts the best of those who might elsewhere be handicapped. Thus, a Japanese-American entering the University of California may fear that he would not be welcomed in banking, insurance or real estate, but he knows that if he does well in science he can get a good job and if he does very well he will be honored as highly as if he were descended from a dozen Pilgrim fathers. A good piece of scientific work will get the same approval whether it is done by a proper Bostonian or by a Bessarabian orphan brought up in an East Side Manhattan slum. If done by a Melanesian or a Negro it might even get extra approval, for scientists almost to a man are furious enemies of racism of any kind.

The fruits of this total freedom in science have been very great. Outside the atomic field it has produced the revolutionary technological advances which are at the root of our present prosperity. True brotherhood contributes to sound morals and good business. Other professions please copy.

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"To make the best, begin with the best—then cook with extra care."



Man with an "educated" green thumb. *Arden Rathbun was born on a farm, studied agriculture at Bowling Green University, grew tomatoes for Campbell's before joining the company.*

The Campbell Field Man

He helps Campbell farmers make good things even better

Campbell's 67 field men offer another good example of the lengths we go to in order to "begin with the best."

They are the most unusual "hired hands" farmers ever had. They draw their salaries from us but spend their time out in the fields working with our growers.

Take the field man in the picture—Arden Rathbun. He helps 55 farmers, in Ohio and Michigan, raise better tomatoes, carrots, beets, and parsley for you to enjoy in Campbell's products.

Campbell Care

Making good things *better* is Mr. Rathbun's specialty. As field man, he draws on the developments of Campbell's agricultural research as well as his own experience as a vegetable farmer.

He takes soil samples for testing, recommends the proper plant food, charts the best planting time, and keeps an eye on every growing field.

During harvest season he works practically around the clock to make sure crops are picked at the right moment.

The art of being fussy

Some people say that we're being awfully fussy. And they are right. But it's the only way you can do things when you live by this creed:

"To make the best, begin with the best—then cook with extra care."



Campbell's

Soups • Tomato Juice • Pork & Beans

V-8, Franco-American *and* **Swanson** *Products*

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SEE THE ALL-NEW 1957 RCA WHIRLPOOL WASHER!

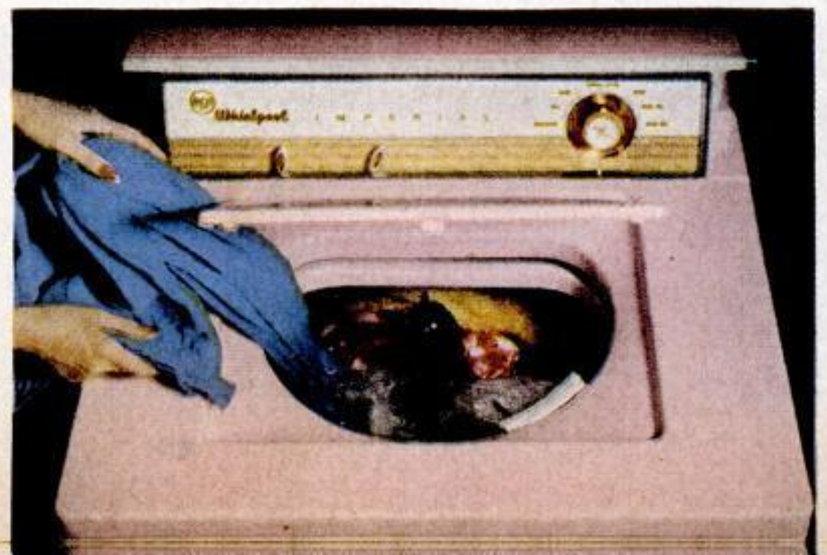
Only Built-in Lint Filter—plus 2-speed



Built-in full-time lint filter slides out easily for cleaning. Just rinse and replace.



Normal speed for regular wash. Vigorous agitator action (65 strokes a minute), cleans even the dirtiest denims.

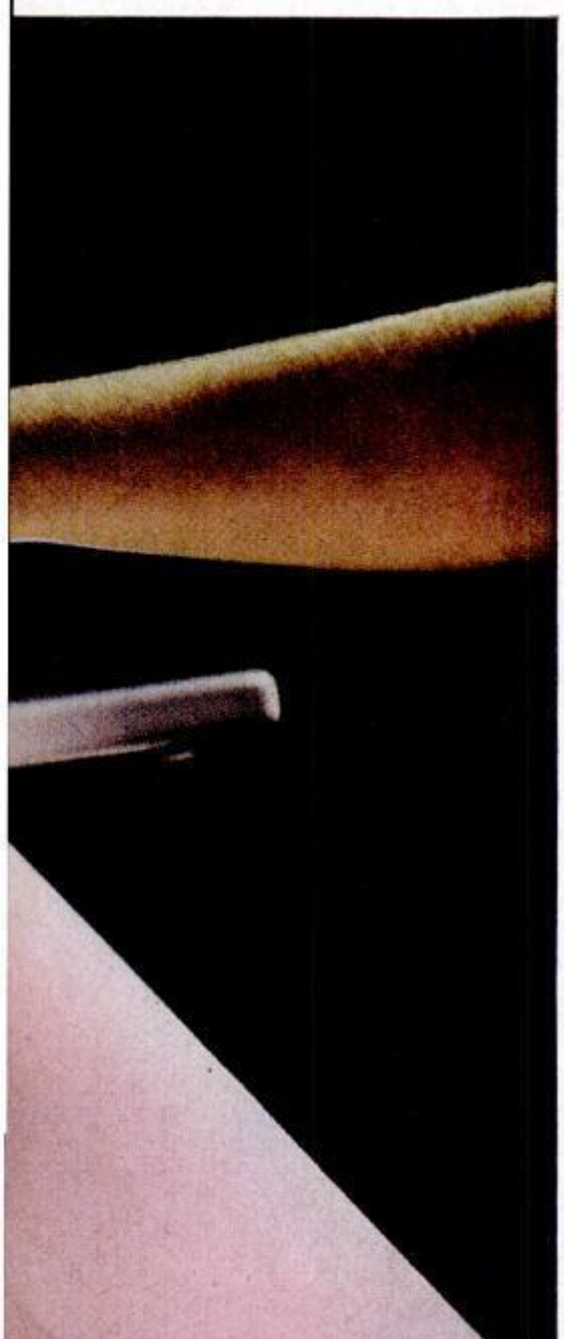


Gentle speed for dainty fabrics. Slower, swishing action (42 strokes a minute) *eases* dirt from delicate things.



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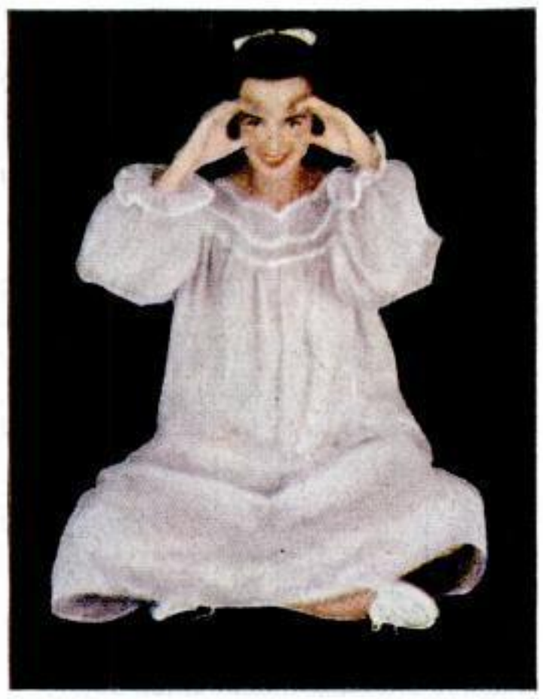
washing–plus money-saving Suds-Miser®!





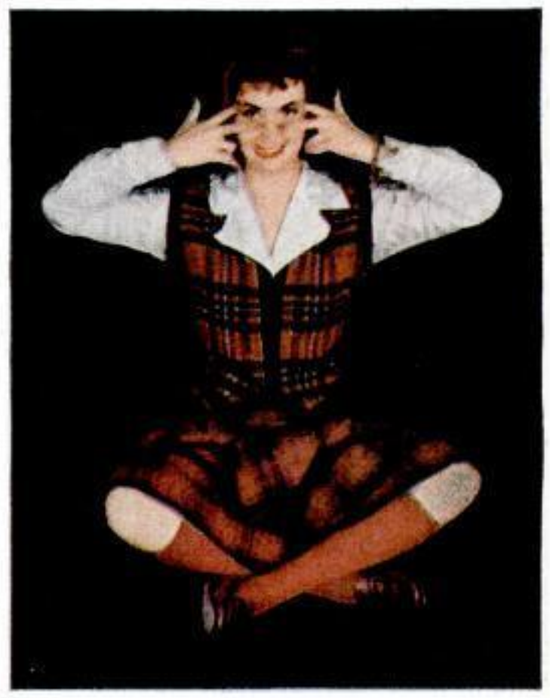
See no lint

New built-in lint filter keeps out lint, grit, and soap scum.



See no damage

2 speeds—normal for regular wash; gentle for delicate fabrics.



See no waste

Famous Suds-Miser saves you soap, hot water, and money.

The washer that has *everything!* Continuous lint filtering with any load or water level! Slower speed for delicate fabrics! And Suds-Miser saves up to 2500 gallons of hot water a year. All this for as little as $2.75 a week!

Look closely at any washer *before* you leap.

Be sure it has a lint filter that's out of the way, and works full time. See it on the RCA WHIRLPOOL: it's *built in*, out of your way, where it won't interfere when you're loading or unloading clothes. And it's a *special kind of filter*. Completely automatic. Works every time you wash—full load or small. (No other lint filter gives you all this.)

Check the 2-speed action. Besides the normal action that's perfect for regular laundry—cottons, linens, denims—your RCA WHIRLPOOL washer gives you an oh-so-gentle, slower action that eases the dirt out of even the most delicate fabrics. (Many washers with a "delicate fabric" cycle actually give nothing more than a shorter washing period. The *action* is the same.)

But don't waste time looking for the Suds-Miser on any other washer. It's an RCA WHIRLPOOL exclusive that lets you use clean hot suds over and over again—saves you soap, hot water, money.

You get all these washing advances, too:

- 3 water temperatures
- Infinite water level selection
- Big 9-lb. capacity
- 7 purifying rinses
- Germicidal lamp
- 5-year warranty on sealed-in transmission

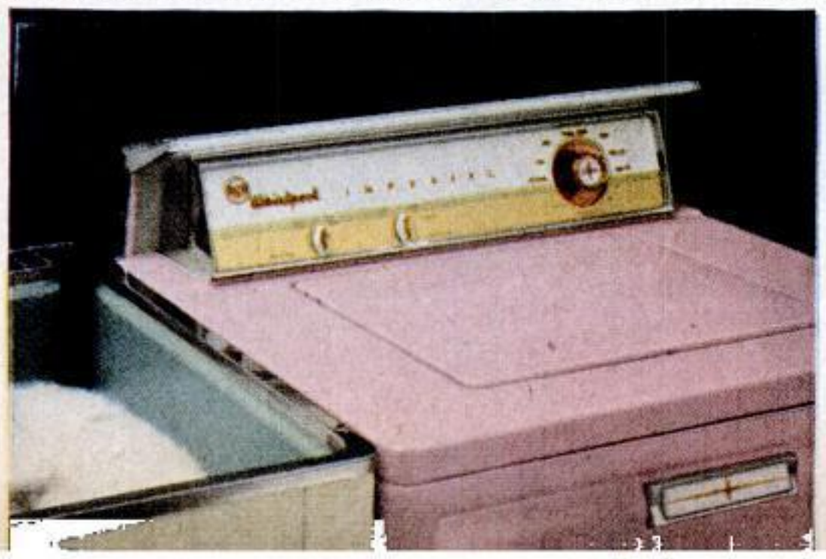
See all the new RCA WHIRLPOOL washers and dryers (gas or electric) now at your dealer's.

RCA Whirlpool

AUTOMATIC WASHERS AND DRYERS • FREEZERS
GAS AND ELECTRIC RANGES • ROOM AIR CONDITIONERS

Whirlpool-Seeger Corporation, St. Joseph, Michigan. (Use of trademark RCA and RCA authorized by trademark owner, Radio Corporation of America.)

Exclusive Suds-Miser. Pumps hot, filtered suds out of washer after first load—pumps it back for re-use . . . all automatic.



See this blue light! Exclusive Ultra-Violet lamp helps destroy bacteria and sanitize clothes.



Now all-porcelain white—or new Matchmaker colors—green, yellow or pink. Matching dryers, too!



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FREE VACATIONS

to winners of Birds Eye's Winter Spectacular "Passport to Pleasure" contest

10 FIRST PRIZES

20 Trips via TWA TRANS WORLD AIRLINES to Montreux Switzerland

10 lucky people will each win a trip for two!

Enjoy an unforgettable 10-day vacation in Switzerland . . . during this year. Birds Eye will pay your way from your own front door to Switzerland and back again.

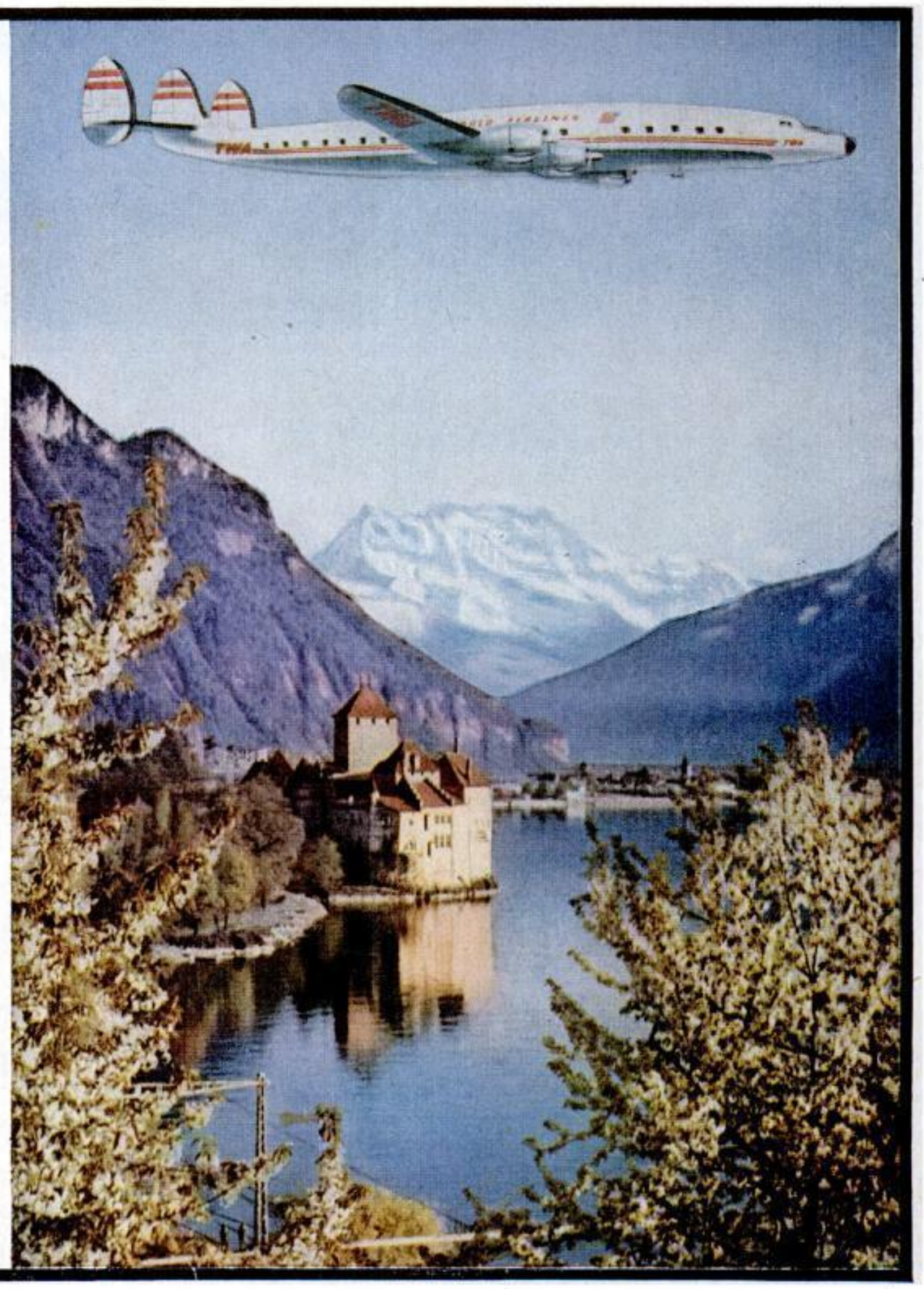
You'll fly the finest—TWA Super-G Constellation. You'll spend 10 days in beautiful Montreux, on the shores of Lake Geneva. You'll stay in one of the leading hotels, surrounded by breath-taking mountain slopes.

You'll cruise to the famous Castle of Chillon, immortalized by Byron. You'll take an excursion to the Matterhorn (climb it if you like!) . . . visit a wine cellar, the monastery of Grand St. Bernard and other fascinating landmarks.

You'll enjoy first-class accommodations on the world-renowned Swiss Transport System.

What's more, each winner and guest will receive a beautiful Gruen watch, personalized as a lifetime memento, and a conducted tour of one of the world's finest and most modern watch factories. In addition, Birds Eye will give each of the 10 winners $200 for extra spending money.

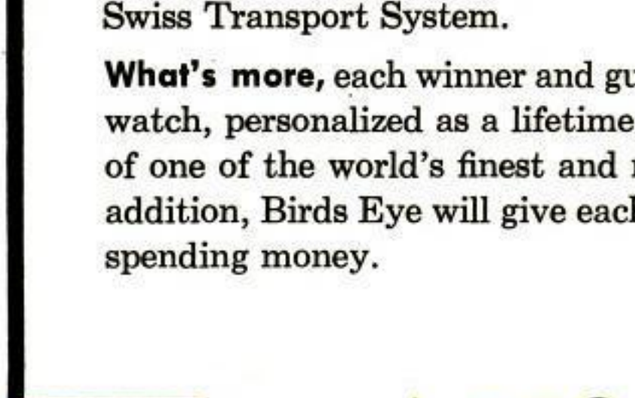
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NEXT 200 PRIZES

200 GRUEN Watches—

THE NEWEST LOOK IN TIME!



The ultimate in fine watchmaking! Sleek, continental, wafer-thin style. Finest Gruen Precision Movement. Retail value one hundred dollars.

Contest subject to federal, state and local regulations.

Contest open to residents of the continental U.S.A. and Canada, as set forth in the rules.

HERE'S ALL YOU DO!

1. Just try any of these Birds Eye products, "the frozen foods with the beautiful flavor": fruits, juices, vegetables, meat and fruit pies, fish, chicken and potato products.

2. In 25 words or less, complete this statement on the official entry blank: "I buy Birds Eye.....(name of product).....because....." Accompany each entry with the front of a Birds Eye label or Birds Eye can top.

3. If your grocer is out of entry blanks, write to BIRDS EYE, P.O. BOX 11B, Mount Vernon, N. Y. Contest closes April 30, 1957. Enter as many times as you like.

BETTER BUY BIRDS EYE...
Your Passport to Eating Pleasure!

BIRDS EYE BRAND FROSTED FOODS

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A BATTERY OF IDENTIFYING BADGES, THE TRADEMARK OF THE VISITING DELEGATE, SHOWS THE WIDE VARIETY OF ONE DAY'S CONVENTIONEERING IN CHICAGO

CONVENTIONEERS TAKE OVER IN CHICAGO

In a single day 29 gatherings attract 55,000 delegates to the city to buy, sell, listen and let off steam

It was late winter and the American conventioneer was abroad in the land. Badge on his lapel, his body and spirit braced for interminable hours of listening in seats never quite comfortable enough, he had invaded major cities across the country to gather with his fellow basketmakers or boatbuilders or shoe salesmen to hash over mutual problems and to do business. In a time of stiffening competition, the easy conventional sociability was giving way to hard-selling and serious trade talk.

More than any place else, it was to Chicago that the conventioneers were going. For Chicago has become the capital of what is now a major industry. Last year Americans held 17,000 conventions and dropped a record-breaking billion dollars at the host cities. Chicago snagged almost 1,300 of these gatherings, whose 1.2 million delegates spent a near-record $194 million during their stays.

Last week Chicago had its biggest day of the convention season. In the 24-hour period during which these pictures were taken, it was host to 29 different conventions and 55,000 convention-goers, twice as many as turn out for a national political convention. They jammed the city's hotels and enriched scores of restaurants. From morning's first gavel to the evening banquet's last speech, they listened and looked, bought and sold and, as one Chicagoan puts it, gratefully let off some tax-deductible steam.

MIDWEST BUSINESSMEN JAM SHERATON'S BALLROOM FOR AN ALL-DAY SESSION SPONSORED BY U.S. CHAMBER OF COMMERCE ON ISSUES BEFORE CONGRESS



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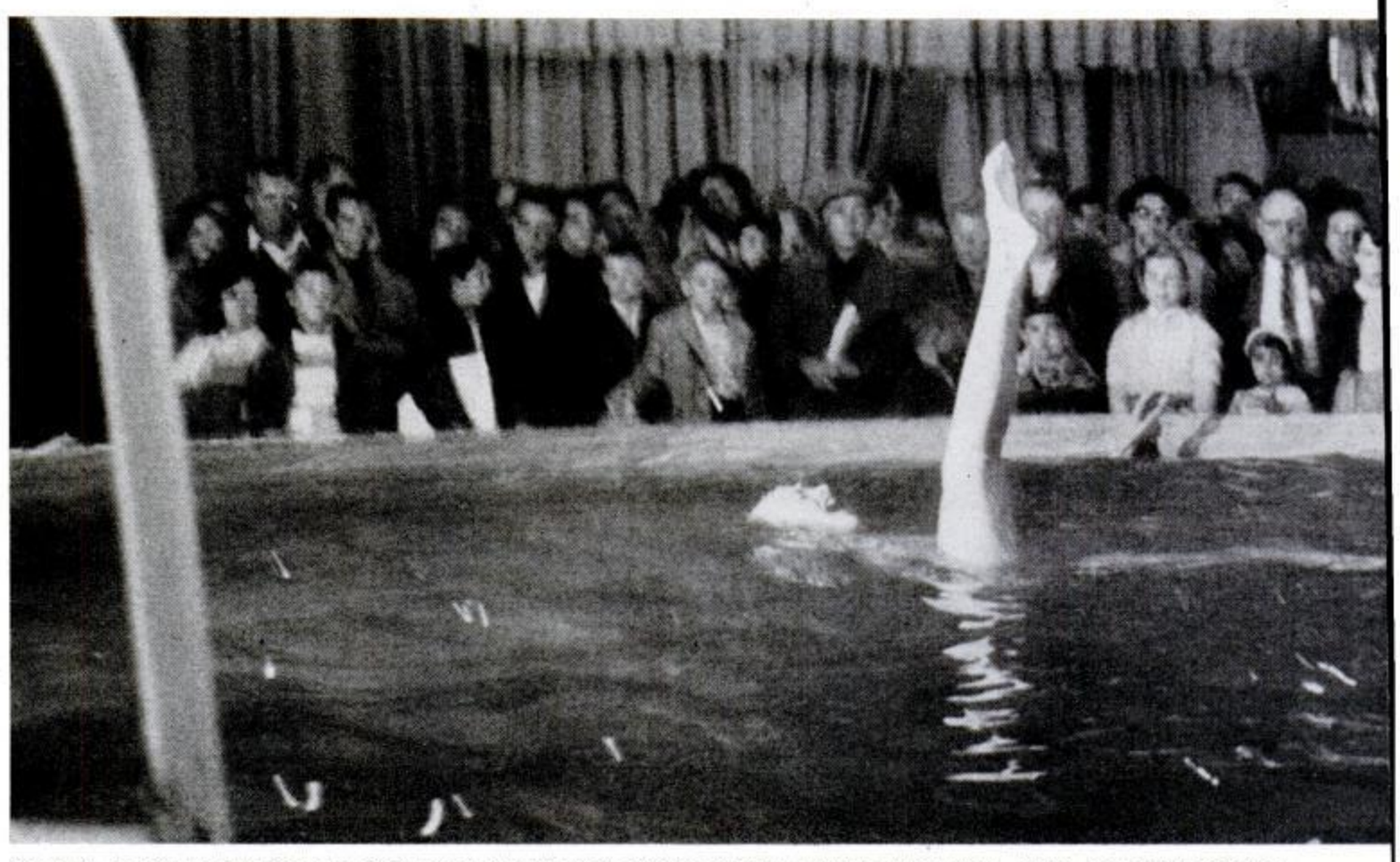
←**SIGHT FOR CEMENT MAKER,** a marble statue in the Gaslight Club, stops Ray Newitt of Chicago, nightclubbing during material dealers' convention.



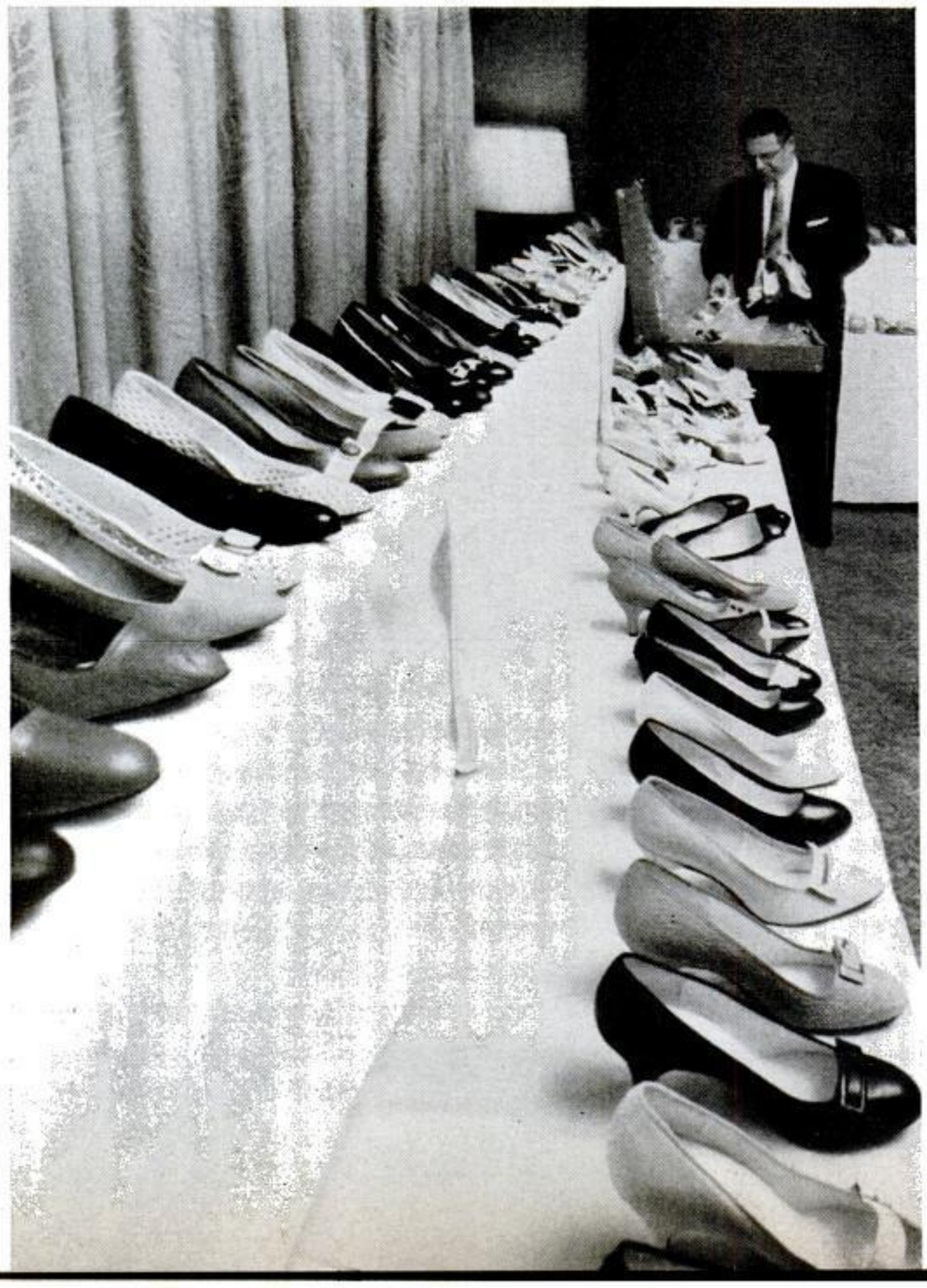
FOOD FOR CONTRACTORS, illuminated dishes of appetizers, glows for banquet of the 600 delegates to Mason Contractors Association convention.



SECRETARIES hear Florence Raye extol new duplicating machine during Palmer House convention of National Retail Grocers Secretaries Association.



AT THE BOAT SHOW, THE BIGGEST CONVENTION OF THE WEEK, SANDRA STUART, WHO IS THE CURRENT

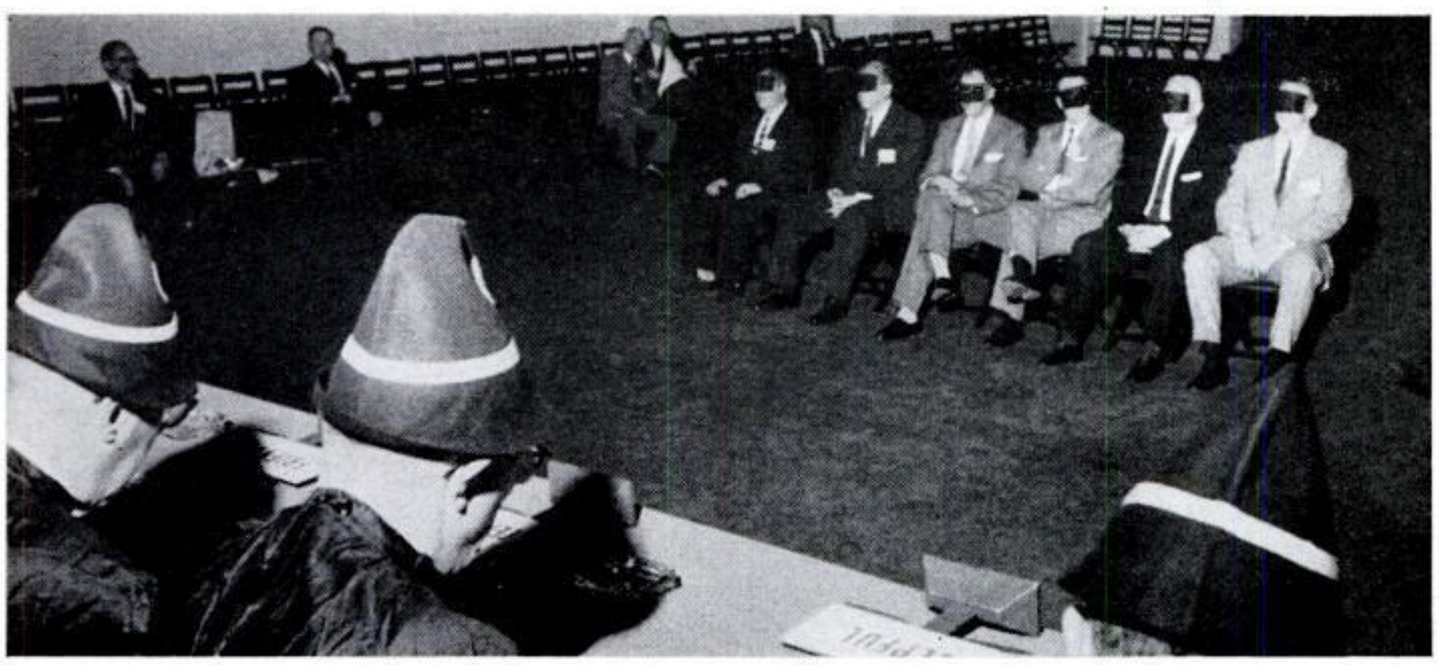




NOVELTY SELLERS show their stuff during the annual Chicago Gift Show which drew 785 exhibitors and hundreds of buyers and spread over two hotels, the Palmer House and the La Salle. Jack Hanelin (*above*), sales manager for the

←**SHOE SALESMAN** Richard Clark, representing Sbicca of California, arranges his firm's summer line of ladies' footwear to await buyers at Shoe Travelers meeting in Morrison Hotel, where 44 salesmen set up shop.

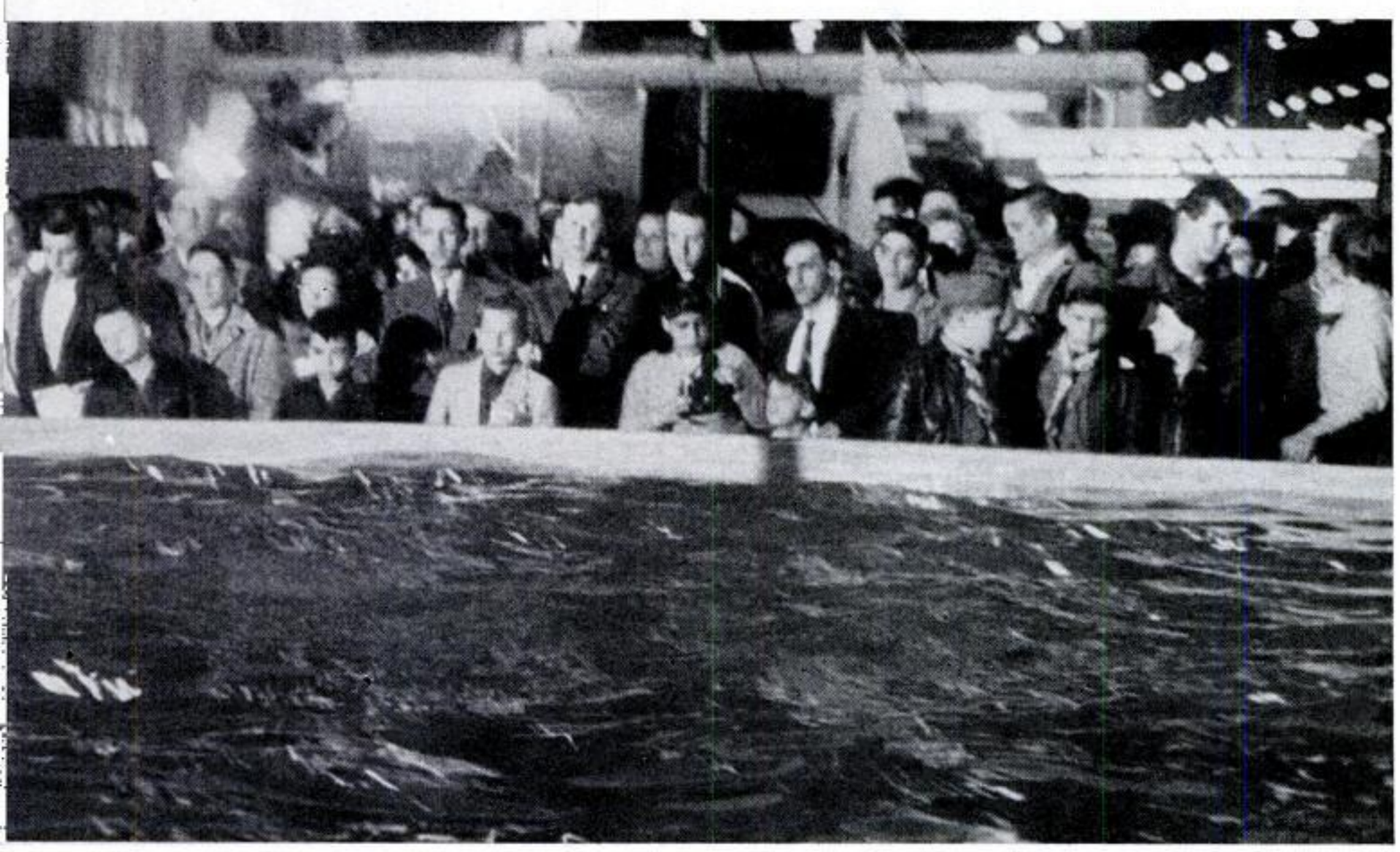
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RITUAL FOR LUMBERMEN during dealers' convention came at initiation of new members into industry's fraternity, Concatenated Order of Hoo Hoo.



TOOL FOR DROP-FORGERS, a new descaler, is shown to Fin Walton and Ron Innes by Ben Harmon Jr. (*right*) at convention in Edgewater Beach Hotel. →



"MISS CHICAGO," MAKES A SPLASHY PITCH FOR A $500, 14,000-GALLON BACKYARD SWIMMING POOL



GIRL SCOUT LEADERS, Mrs. Fred Kohlmiller and Mrs. Edward Hiob, enjoy a laugh at convention of Great Lakes region leaders at Edgewater Beach Hotel.



Allied Basket Company, sits amid his wares, all of which are imports. At nearby booth in Palmer House, Lenny Gilmartin, salesman for J. B. Hirsch Company, dealers in lamps and French statuary, takes a breather during a successful day.



MARCHING METHODISTS, led by Bishop W. Angie Smith and two Kiowa Indian ladies from Oklahoma, cross the Conrad Hilton lobby on the way to an evening session of bishops' and district superintendents' convention. →

CONTINUED

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A HAPPY HARDWARE DEALER whoops it up. Pete Cazzato of Chicago takes the floor of the Conrad Hilton's grand ballroom to enact *Hawaiian War Chant* at banquet during convention of 850 customers and suppliers of Ace Hardware Company, wholesale distributors. Pete's act was unscheduled but got a big hand.

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Who put the new
EXCITEMENT
IN CATSUP ?

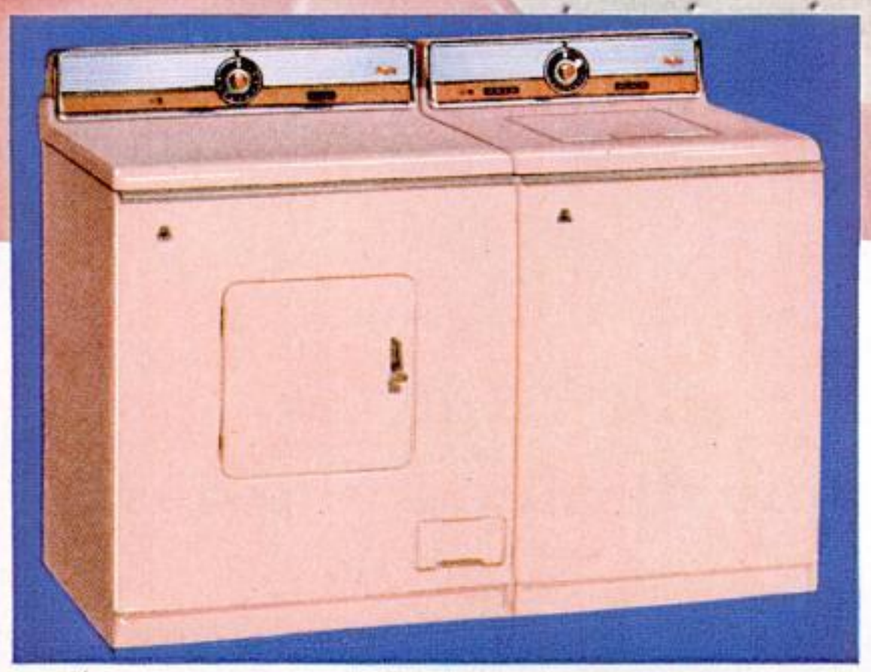
Del Monte® chefs did...
with pineapple distilled vinegar !

The real secret of DEL MONTE Catsup's *rich tomato flavor* is the fine vinegar that goes into it. Exciting Pineapple Distilled Vinegar coaxes out every bit of flavor in ripe tomatoes and tangy spices. That's why DEL MONTE Brand Catsup is livelier on—or in—prepared dishes like stew, with meats, or with your favorite fish. Try DEL MONTE Catsup!

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926 LINT R





New MAYTAG *All-Fabric* Washer and matching *No-Vent* Dryer, in Pasteltone Pink, Green, Yellow, White. As little as $3.50 a week.
The Maytag Company, Newton, Iowa.

SEE THE AUTOMATIC THAT

MAY

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EMOVERS!

Maytag's "Lint Remover Tub" swirls lint, dirt and sand out 926 holes never to return...no lint pans to remove...no lint traps to empty!

No lint problems! Because (1) Maytag's gentle wash action, proved in nearly 10,000,000 Maytags, creates less lint to begin with. And (2) the lint that *does* form is automatically separated from clothes through 926 holes in the Maytag "Lint Remover Tub". . . and is flushed away forever by Maytag's exclusive Swirl-away Rinse.

Cleans clothes automatically! No need for pans, trays or traps! The new MAYTAG *All-Fabric* Automatic cleans clothes without resort to mechanical gadgets. This means simpler operation, the mark of a well-designed washer. See this new Maytag — see a demonstration of the most complete automatic ever built — a Maytag, of course.

ONLY MAYTAG GIVES YOU ALL THIS, TOO!

New Maytag COLD WATER WASH delights "Good Housekeeping" editors

"Even kinder to wool, cashmere, 'Orlon' and the like than tenderest hand squeezing," says magazine





2 SPEEDS . . .
to wash delicates safely, almost wrinkle-free, push Maytag's "Modern Fabrics" button. Wash and spin speeds are slowed by one third. Push "Regular Fabrics" for regular wash loads.



WATER SAVER . . .
dial Maytag's "Automatic Water Level Control" to match amount of water to the load, save up to 9 gallons hot water per small load, up to 2500 gallons of water a year.



ONCE TWIN CASHMERES! *Left:* hand-laundered 12 times: slightly faded, matted, shrunk. *Right:* cold water washed in a Maytag 12 times: color, size, softness just like new.

HAS EVERYTHING: 3 WATER TEMPERATURES • 2 SPEEDS • WATER SAVER • SUDS SAVER
GYRAFOAM WASH ACTION • SAFETY LID • NON-RUST CABINET
MAYTAG DEPENDABILITY

TAG

All-Fabric
AUTOMATIC WASHER

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Everything brightens up with brisk Lipton Tea!

"Want to do something nice for your family tonight? Do as I just did . . . serve them brisk Lipton Tea."

SHE'S *so* right! Lipton has a delightful relaxing effect. Seems to put everyone in a happier mood...to spread around a kind of golden glow.

And the lift your family gets from Lipton Tea is the right *kind* of lift.





*Trade-mark of Thomas J. Lipton, Inc.—Reg. U. S. Pat. Off.

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WHALES PLAY FATAL FOLLOW-THE-LEADER GAME



AT KEY COLONY A 1,200-POUND FEMALE PILOT WHALE THRASHES HELPLESSLY WHILE HER COMPANIONS DOCILELY AWAIT DEATH IN THE 15-FOOT SHALLOWS

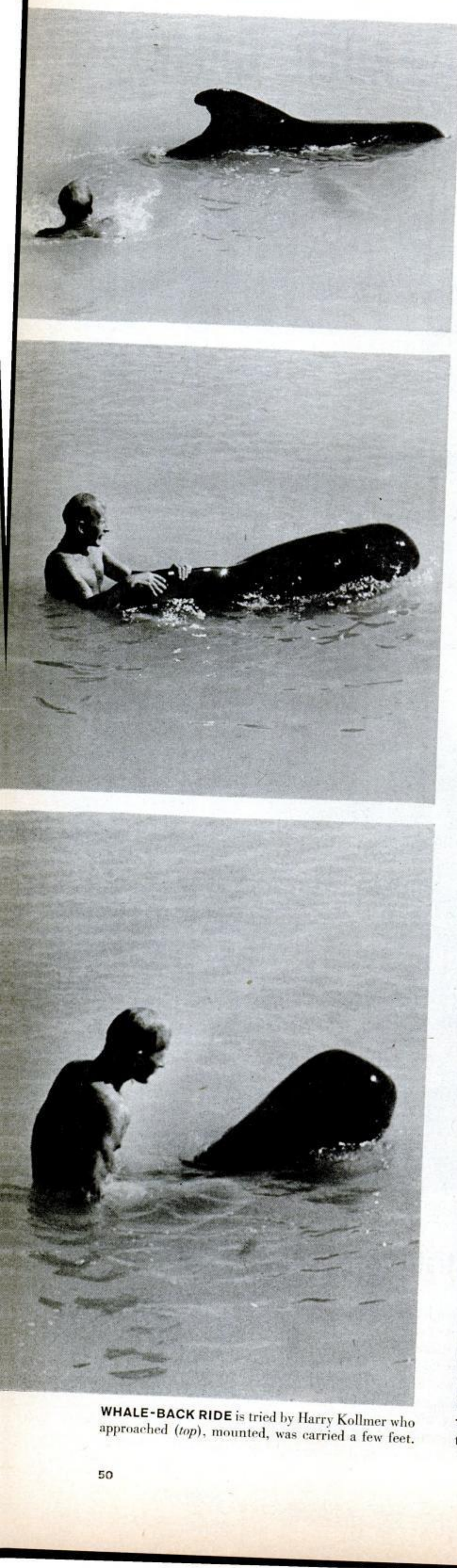
An entire school drives itself into the Florida shore and frustrates all attempts at rescue

When vacationers at Key Colony Beach, Fla., 95 miles southwest of Miami, got up one morning they found the waters alive with whales. There were 50 or so pilot whales, up to 25 feet in length and nearly a ton in weight, thrashing about in the inlet. They had apparently swum in after food and though they could not survive in shallow water, they would not go back out to sea. Residents and conservationists who came to the rescue tried to tow them into deep water. But the whales turned and dashed back toward shore. Then the rescuers tried to make use of the pilot whale habit which caused this plight: following one of their number which acts as a leader of the school. Attempts to find the leader and tow it out—in hopes the others would follow—proved unsuccessful.

Meanwhile the manager of the Miami Seaquarium tried carting a 1,500-pound specimen to his exhibit in a tank truck. Without water to support it the whale was crushed into suffocation by its own weight. The ones left in the inlet grew more lethargic and began to suffer seriously from sunburn. Finally, after four days, they all died. Though their oil is commercially valuable, their odor is not, and the operators of the newly opened Key Colony resort promptly started towing the corpses to sea.

CONTINUED

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DYING WHALE, beached by Dave Roberts of Cincinnati, Ohio, shows cuts on body from sharp coral.



Vainly trying to ease the whales' sunburn, rescuers rubbed baby oil on their surprisingly delicate skin.

WHALE-BACK RIDE is tried by Harry Kollmer who approached (*top*), mounted, was carried a few feet.

TOWED WHALES, dead and dying, are roped and taken out to sea by Conservationist George Gross.

But when released the dying animals still followed their herd instinct and floundered back to the inlet.

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Tek® pays you 60¢ to enter $50,000 contest!

TWO GRAND PRIZES

Two New 1957 Dodge Station Wagons



Win this swept-wing '57 Dodge "Custom Sierra," four-door, nine-passenger Station Wagon with new rear facing "spectator" seat. Multi-purpose, multi-power, and mighty beautiful. See it at your local Dodge dealer's.

This is a refund offer. Here are the rules:

1. In 25 words or more, and in YOUR OWN HANDWRITING, complete this statement: "I like the TEK De Luxe Toothbrush because . . ."
2. Mail your OFFICIAL ENTRY* along with a TEK De Luxe label to TEK De Luxe Toothbrush Contest, P. O. Box 8A, Mount Vernon, New York, for entry in this TEK De Luxe Contest and your automatic 60¢ refund.
3. ONLY ONE 60¢ refund per customer; however, you may submit as many entries for the contest as you wish, provided that each entry is filled out in YOUR OWN HANDWRITING and accompanied by a TEK De Luxe label. No pre-printed entry blanks or envelopes will be honored.
4. Contest is open to any resident of the United States and Canada except employees of Johnson & Johnson, its advertising agencies and their families. Only one prize to a single family. Contest subject to all Federal and state regulations.
5. Prizes will be awarded by The Reuben H. Donnelley Corp. for originality, sincerity, aptness of thought. Judges' decisions are final. Duplicate prizes in case of ties. Entries become the property of TEK HUGHES (Division of Johnson & Johnson), none will be returned.

***You will find the official entry blank and the complete set of rules at your favorite store, wherever toothbrushes are sold.**

1000 BIG PRIZES
Send your entry today!
Contest Closes
April 1, 1957



40 NECCHI Pushbutton Sewing Machines! Easy-to-sew Necchi Supernova BF machines. Console model, in "Catalina" cabinet.



30 CALORIC Gas Ranges! Big, 36-inch range, with Thermo-Set Top Burner Control.



40 ALVIN Sterling Silver Sets by the Alvin Silversmiths! Full service for 6, storage chest. Your choice of four striking designs.



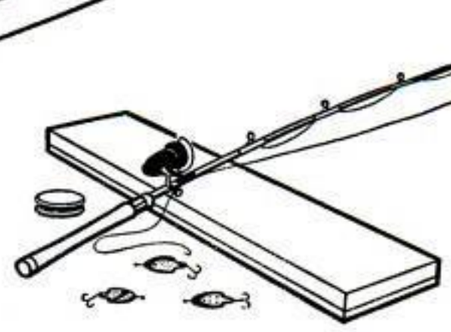
40 FILTER QUEEN Health Systems! New sanitation system for home health protection! With attachments.



70 HAMILTON BEACH De Luxe Food Mixers! Complete mixer with all conveniences for modern cooking.



50 HAMILTON Watches! New "Tina" model. 22 jewels. Your choice of lady's or man's model.



145 HORROCKS-IBBOTSON Fishing Outfits! Complete outfit, including rods, reels, flies, lures, leaders.

PLUS
597 Hughes complete Dresser Sets!

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ON THE MOST IMPORTANT DAY OF HER LIFE
SHE WAS WEARING LACE TOP SHEER

MOJUD®
HOSIERY

$40,000 "ROYAL TREASURE CHEST" CONTEST!

CALORIC GAS RANGES



with THERMO-SET burners

Winners get Caloric Gas Ranges or Brother Sewing Machines as illustrated — or RCA TV sets, famous-make washers, refrigerators, ranch mink stoles! PLUS personal appearances for Bonus Winners on radio or TV shows! PLUS phone calls for Bonus Winners from "mystery" Hollywood or Broadway stars! Nothing to buy, no jingles to write! ENTER today at your local MOJUD HOSIERY dealer!

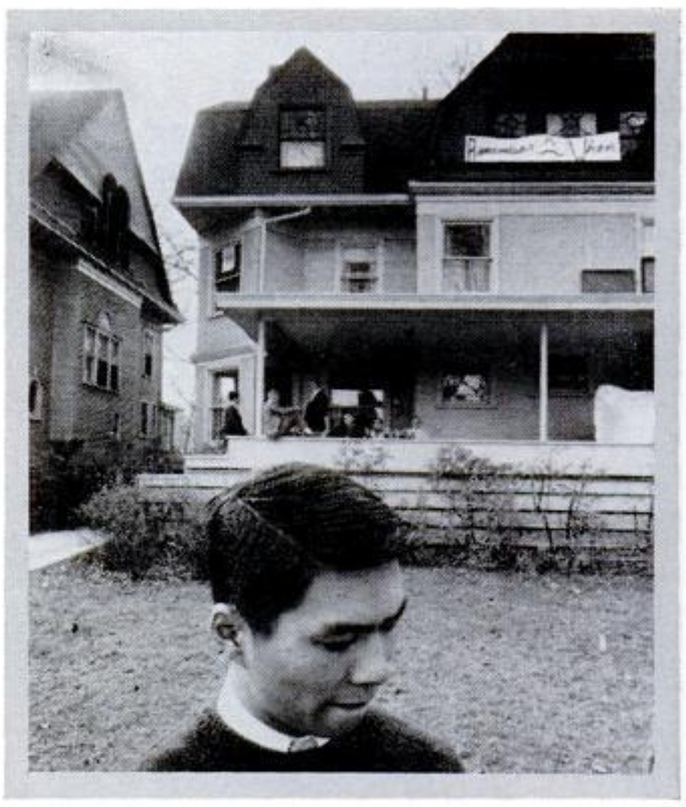
BROTHER SEWING MACHINES



super WINDOW-MATIC portables

Contest subject to all Federal, State and Local regulations.

SEQUEL



REJECTED at Northwestern, downcast Wu leaves Psi Upsilon house after forced resignation last fall.

A WELCOME FOR WU

An injury is healed by a new fraternity bid

In the friendly atmosphere of the Kappa Sigma Alpha fraternity house at Olivet College in Olivet, Mich. early this month a new member was initiated and a wound was healed. The new member was Sherman Wu, the 19-year-old son of K. C. Wu, a former governor of Formosa. A freshman at Northwestern University in Evanston, Ill., he had been pledged by the Psi Upsilon fraternity on his own campus. But he was forced to resign when eight other pledges dropped out in protest against the admission of a Chinese (LIFE, Nov. 2).

Wu received hundreds of sympathetic letters from college students and bids to become an honorary member of three fraternities on other campuses. He accepted the one from Kappa Sig at nearby Olivet, which bars no one for racial reasons. Taking a weekend off, he went up to Olivet for the initiation. "The people in this house are friendly really," Wu said, and went back to Northwestern wearing his pin.



ACCEPTED by Kappa Sigma Alpha, an independent frat at Olivet, a happy Wu shakes hands after initiation as he prepares to go back to his studies.

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Command performance for safety—the Studebaker Golden Hawk puts you in command with a built-in supercharger for extra power the instant you need it . . . puts you in command with Twin Traction for driving power in both rear wheels . . . and puts you in command with the most effective brakes. Put yourself in command of a Golden Hawk at your dealer's, today!

Studebaker-Packard
CORPORATION

Where pride of Workmanship comes first!

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Master bartenders
winners in nationwide professional

FIRST NATIONAL GRAND PRIZE

⅓ Early Times — BRUNETTE
⅓ Coffee Liqueur
⅓ Cream — 1 bar spoon of sugar
Shake ingredients with ice and serve in a whisky sour glass. No garnish needed.
Created by: Joseph Schroeder, Wilmington, Del.
A Dessert Drink Award-Winner

SECOND NATIONAL GRAND PRIZE

1½ oz. Early Times — K.C. COOLER
½ oz. Black Raspberry Syrup
1 oz. Lemon Juice — 2 oz. Ginger Ale
Shake ingredients with ice. Pour into 12 oz. glass over ice cubes. Add ginger ale.
Created by: Alfred T. Hasenzahl, Kansas City, Mo.
A Cooler Award-Winner

THIRD NATIONAL GRAND PRIZE

1 oz. Early Times — QUICKIE
1 oz. Light Rum
¼ oz. Triple Sec
Shake with ice and strain in 3 oz. cocktail glass.
Created by: Joseph Nitcavic, West Holyoke, Mass.
A Before Dinner Award-Winner

1¼ oz. Early Times — OLD TIMER
Dash of lime juice
½ oz. Apple Jack
¼ oz. Pure Maple Syrup
Shake well with ice, strain in 3 oz. cocktail glass.
Created by: John A. Meadows, Mattapan, Mass.
A Before Dinner Award-Winner

1 oz. Early Times — FRENCH QUARTER
1 oz. Benedictine
¼ oz. Grenadine
½ oz. Lemon Juice — Tsp. sugar
Shake with ice and strain into 3 oz. cocktail glass.
Created by: Mariano Forti, New Orleans, La.
A Dessert Dinner Award-Winner

1 oz. Early Times — CARIBBEAN
½ oz. Orange Curacao
½ oz. White Creme de Menthe
¼ oz. Orange Juice
Shake with ice, strain into 3 oz. cocktail glass.
Created by: Bruno Giusti, Cranston, R. I.
An After Dinner Award-Winner

Serve these easy-to-make recipes at your next party. Your drinks will have the touch of genius!

Professional bartenders from America's finest hotels, bars and restaurants vied with each other in this competition, the first of its kind ever held. Each drink is a champion that fought its way to the Grand National Finals. All are sensationally delicious.

All these drinks were built around the remarkably good taste of Early Times. Early Times is so good that...of all the whiskies made in Kentucky—and these are the world's best—Kentuckians themselves choose Early Times over all other straight whiskies!

secrets revealed

bartenders competition:



LADY REBEL

1 oz. Early Times
½ oz. Apricot Brandy
½ oz. White creme de Cacao
1 tbsp. Grenadine
1 oz. Sweet Cream
Shake with ice. Strain in 4 oz. cocktail glass.
Created by: Joseph Tedeschi, Somerset, Mass.
A Dessert Drink Award-Winner

BAT AND BALL

2 oz. Early Times
1 Pineapple wedge
1 oz. White Creme de Menthe
1 Cherry
Shake with ice; strain into Old Fashioned glass, garnish with cherry and pineapple.
Created by: Michael A. Hummel, St. Louis, Mo.
An After Dinner Award-Winner

RED LILY

1½ oz. Early Times
3 oz. V8 Juice
½ oz. Lemon Juice
Dash—Worcestershire—Celery Salt—Pepper
Shake well with ice cubes, strain into champagne glass and serve.
Created by: Billy Kahn, N. Y., N. Y.
A Lunch or Brunch Award-Winner

EARL OF MANHATTAN

1¼ oz. Early Times
2 dashes Bitters
½ oz. Sweet Vermouth
1 dash Curacao
Stir with ice. Serve on-the-rocks with lemon peel.
Created by: Fabian C. Fuentes, Wilmington, Del.
A Before Dinner Award-Winner

MISSILE

1½ oz. Early Times
½ oz. Brandy
Dash of bitters
¼ tsp. Curacao
¼ tsp. Powdered Sugar
Stir with ice. Strain into cocktail glass. Add lemon peel.
Created by: Anthony Russo, Norwood, R. I.
An After Dinner Award-Winner

ROYAL GRENADIER

2 oz. Early Times
Juice of 1 orange
1 oz. Grenadine
Juice of 1 lemon
Tonic Water
Shake well with ice. Pour into tall glass over ice cubes. Fill with Tonic Water and garnish with orange slice and cherry.
Created by: John A. Xenos, New York, N. Y.
A Cooler Award-Winner

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EARLY TIMES

This competition was sponsored by the Early Times Distillery Company under auspices of the American Society of Barmasters, with the cooperation of many bartender unions throughout the country, members of the National Licensed Beverage Association.

KENTUCKY STRAIGHT BOURBON WHISKY • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY • 86 PROOF

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To Every Lady-in-Waiting

Skin problems most heirs are "heir" to...

need not upset <u>your</u> baby

What a happy year for being born! When those irritating skin problems of infancy have finally met their Waterloo!

Yes, a marvelous *Mennen discovery* may well make diaper rash, chafing, and chapping, things of the past! Mennen Baby Magic, the famous hospital-proven lotion, can prevent them all, when used regularly! Mennen Baby Powder and Baby Oil are *modern* formulas, too. You'll want all three for your blessed baby's skin.

PREVENTS DIAPER RASH when used regularly. Baby Magic heals it too! Checks chafing. Giant size, $1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. Clings longer, too! 30¢ and 55¢.



BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area. 50¢ and $1.

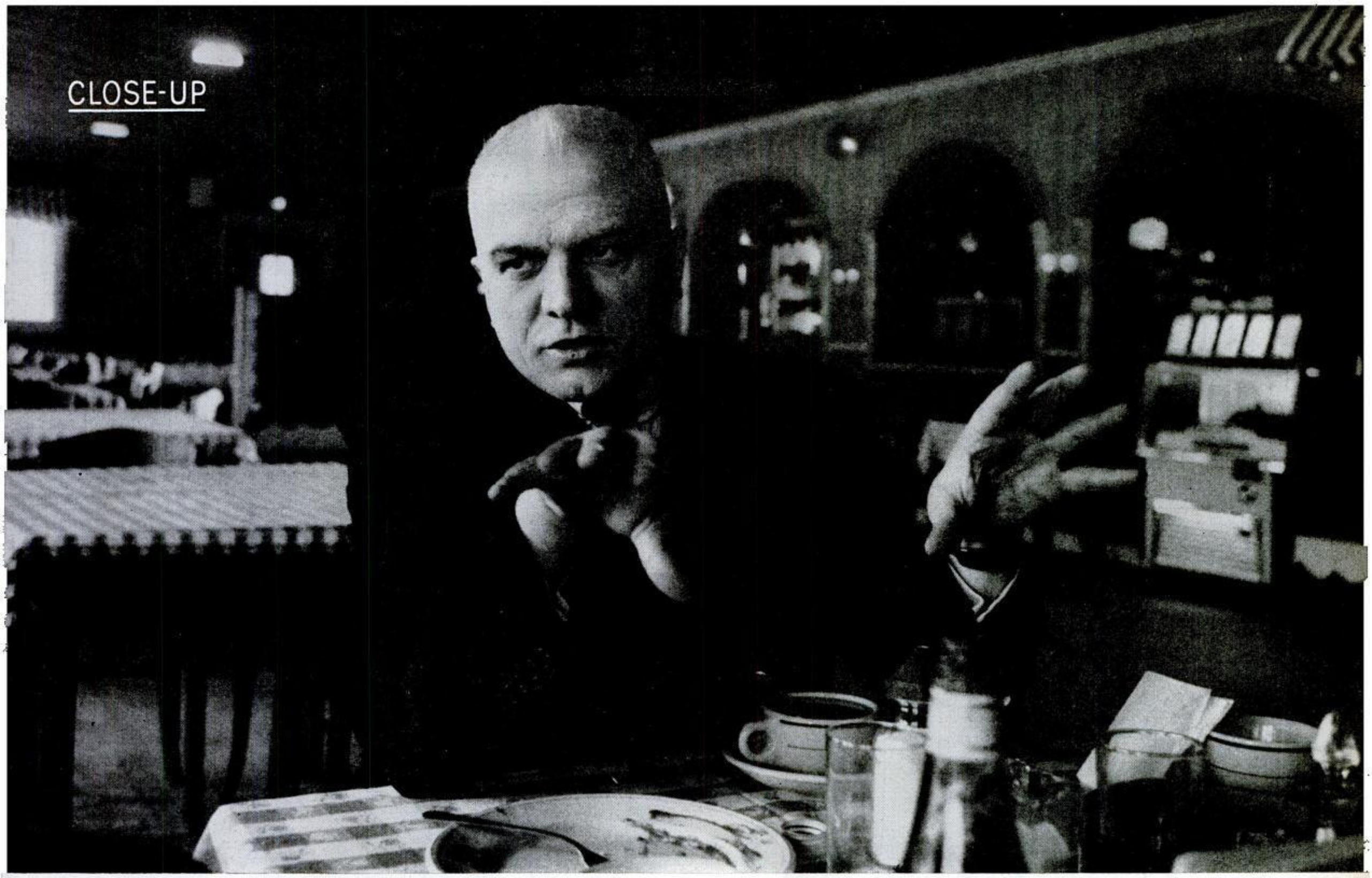
ALL PRICES TAX FREE

for babies it's Mennen

Maternity dinner dress by Miguel Ferreras. One of a series created for Mennen by noted designers.

©The Mennen Company 1957

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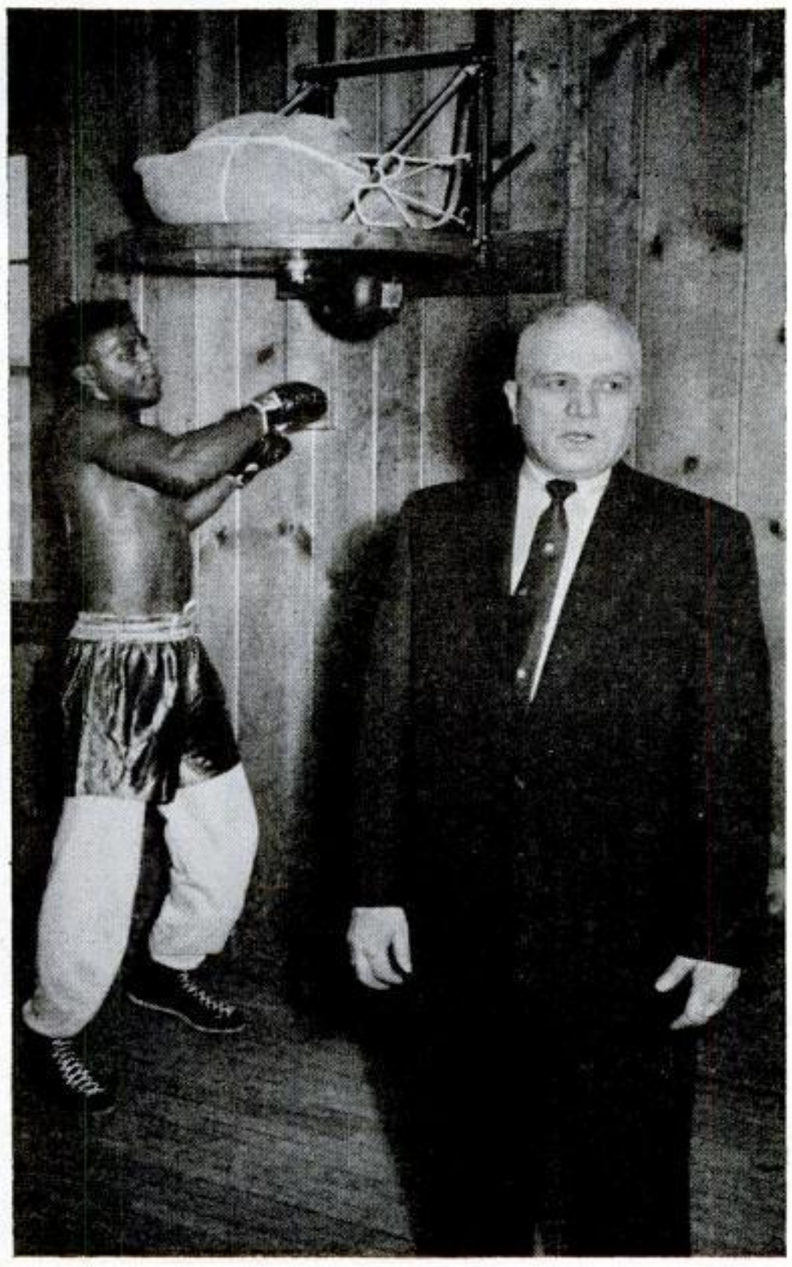


CUS D'AMATO talks over a cup of coffee at Patterson's Greenwood Lake training camp.

"I love boxing. I have a feeling for it as a force for good, and that's more than most other people have in this business. Maybe my reward is the feeling of helping a boy do what I couldn't do—but just watching a fighter mature and find himself is reward enough."

A Philosophical 'Cus'

CHAMPION'S MANAGER MIXES BOXING AND PSYCHOLOGY



As heavyweight champion Floyd punches the speed bag, his manager continues:

"When you get a boy like Patterson, that makes what I'm trying to do all the more wonderful. I only had to show Floyd how to utilize his natural speed and power. A boy's fighting style has to be consistent with his character. I could channel Floyd's aggressive drive into fighting courage. But I couldn't create courage where it doesn't exist."

ONCE I bought a paperback edition of Freud," says Constantine ("Cus") D'Amato, "but I quit after the first hundred pages, because boxing-wise he wasn't telling me anything I didn't already know." Mr. D'Amato, 49 and hugely articulate on his favorite subject of prizefighting, has parlayed his brand of do-it-yourself psychology and the fists of 22-year-old Floyd Patterson into a heavyweight championship of the world. Cus also earned a reputation that varies from "great educator"—Patterson's school director called him that—to his own assessment: "I'm looked on as somewhat peculiar among managers—some even go beyond that and say I'm crazy."

D'Amato, who was born in the Bronx, is interested solely in boxing, having left it only once in his lifetime—for wartime service. A bachelor, he runs a gym on 14th Street in Manhattan, free to any youth who will walk the two flights to its run-down arena. The gym is kept up by friends' donations, for it has run D'Amato $22,000 in debt and even his managerial share of Patterson's winnings is unlikely to keep the philanthropic D'Amato solvent. In it Cus dispenses advice to his youngsters. Most of them come from environments where the worst crime is to be called "yellow," and D'Amato's advice seems unorthodox. "Fear," he says, "is a healthy condition. Without it we'd all be dead. Like fire it's our friend except when it gets out of control. Control it, and you're a pro."

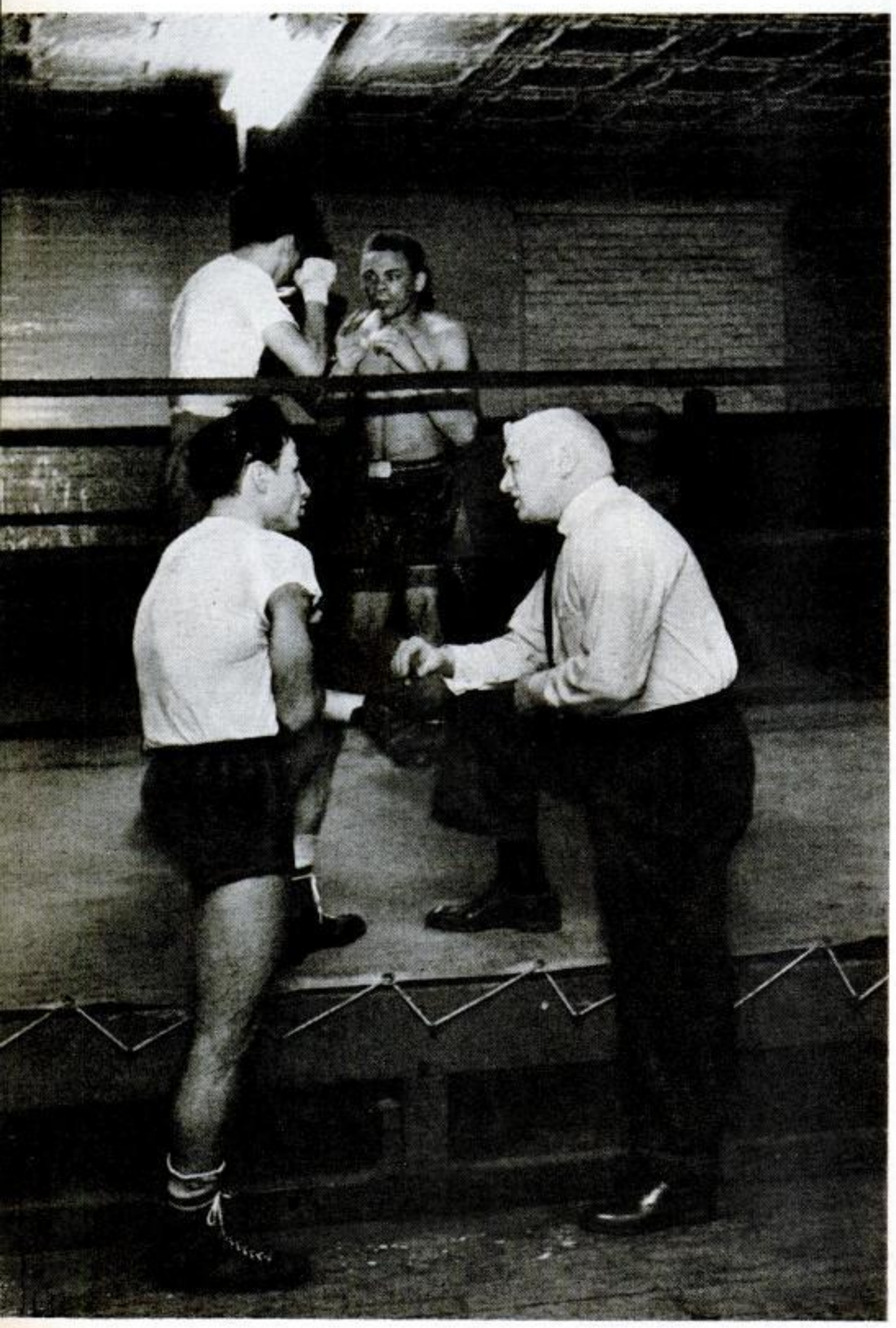
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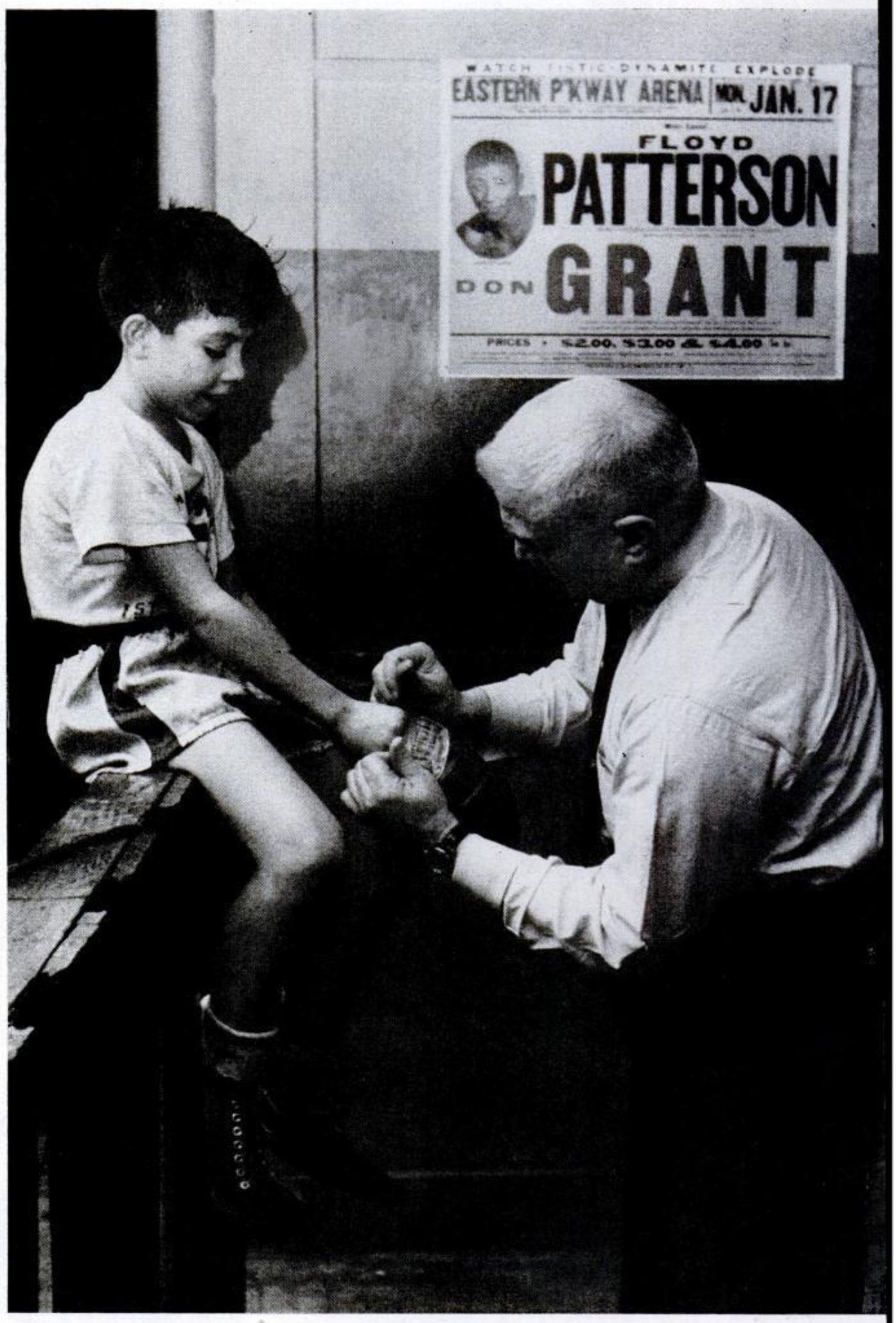
IN a new homburg and topcoat, Cus leaves message with candy dealer at his Gramercy gym, misspelled in sign on door.

"I started this place for people who could pay, but friends convinced me we needed a place where boys could come in off the streets. When they come up alone I know they've got something. When a boy has to be brought up that's a different problem—usually he's overprotected."



AT ringside of his gym he talks to Grey Gauvin, an amateur who has this to say for D'Amato:

"Thank God for Cus is what I say. I was sleeping in the back seat of a car. He put me up in a hotel, got me a job. He's never asked me for a cent. If it hadn't been for Cus I'd probably be in jail today. He taught me to get over my hostile feelings to society."



CUS pulls gloves on George Colón, 11, a Puerto Rican boy from uptown.

"A little fellow like George needs confidence more than anything and boxing gives it to him. If he ever put on some size he'd go places, but that's not my idea in helping him."

AT Stillman's Gym he talks with his new featherweight pro, Floyd Smith.

"Smith could fight almost anyone in his class right now. He's beaten the best amateurs, and they're as good as the pros. Wouldn't it be nice if I had two champions at the same time!"



CONTINUED

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New PHILIP MORRIS gives you a natural smoke



Smoke Natural. No filter, no foolin'. It's just good tobacco that tastes *right.* A man couldn't ask for more.

Crushproof Box or Regular Pack

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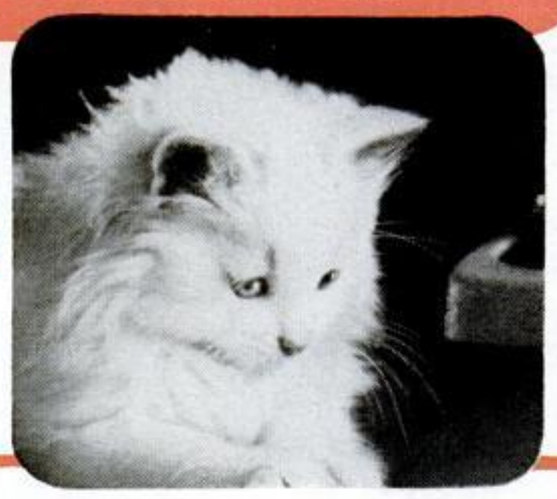
SECRETARIES, OFFICE MANAGERS, PURCHASING AGENTS

Win an 8 day trip for 2 to the WEST INDIES



Enter Carter's "Name the Kitten" Contest!

All you do is name this kitten and write in 10 words or less why you selected this name.



CARTER'S

"Electric Line"

of Carbons and Ribbons

Carter's is proud to announce its "Electric Line", the first complete line of carbons and ribbons designed specifically for all leading makes of electric typewriters. Help name the kitten appearing in the advertising and promotion programs for Carter's "Electric Line" and other Carter's products.

1st PRIZE

8 Day Trip for 2 by Pan American World Airways to 4 exotic "West Indies" Countries – Puerto Rico, Haiti, Jamaica, and Cuba.

2nd through 7th prizes

New Portable G-E TV Set.

8th through 50th prizes

Tweed 7 piece cosmetic set.

Follow these easy Rules

1. Either: Fill in completely an official entry blank (available at any Stationer or Office Outfitter displaying the Kitten Contest Poster or ask your dealer's salesman).
 Or: Use your company's letterhead.
 Show your own name, the name of your regular stationery supplies dealer; the make of *Electric* Typewriter you or your office use; and reason (in 10 words or less) for name you submit. Mail to "Kitten Contest", P. O. Box 10B, Mt. Vernon 10, New York.
2. Contest closes at midnight, April 22, 1957. Entries must be postmarked not later than that time and date.
3. Contest open to all Secretaries, Office Managers and Purchasing Agents who work in an office where Electric Typewriters are used, in the U. S., Alaska and Hawaii. except employees of The Carter's Ink Company, its stationery-retailer dealers, its Advertising Agency, and their immediate families. Contest subject to all Federal, State and local regulations.
4. Prizes will be awarded on basis of interest, sincerity, originality, and aptness, as judged by the independent judging organization of the Reuben H. Donnelley Corporation. Judge's decisions are final. Duplicate prizes in case of ties. All entries, contents and ideas therein become the property of The Carter's Ink Company to be used as it sees fit, and none will be returned.
5. All winners will be notified personally or by mail. List of winners available upon request accompanied by stamped, self-addressed envelope.

Now on sale at your favorite stationery department



CARTER'S®

Since 1858 specialists in Fine products for Office, School, Home and Industry:
Carbon Papers; Typewriter Ribbons; Adhesives; Stamp Pads and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks.
©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASSACHUSETTS

In busy day of buttonholing Cus talks shop with . . .



• • • Promoter Teddy Brenner



• • • Matchmaker Moe Fleischer



• • • Manager Al Joyner (*right*) who takes him aside at St. Nick's

• • • Manager Charley Black

• • • Manager Bobby Melnick

"I don't even have an office. Everywhere is my office. In this business you gotta keep your ear to the ground. Say I meet another manager. The natural thing is to keep each other informed. Say a matchmaker wants to know about a fighter I saw on the Coast he's thinking of bringing East. So I say go ahead or you're crazy. This is how fights are made."

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Something old
Something new...

to show what you and Jell-O can do

You can do wonderful things with Jell-O and cream! Serve it as usual with whipped cream on top . . . or create a delightful *new* dessert by blending the whipped cream right into the Jell-O gelatin!

It's Jell-O Bavarian! And this is all you do . . . Prepare your favorite Jell-O flavor (we used delicious new Black Cherry) in the usual way, dissolving a dash of salt and ⅓ cup sugar with the Jell-O. Chill until slightly thickened. Whip 1 cup of cream and fold it into the Jell-O, blending well. Chill. Makes 7 to 8 servings.

You'll love the delicate flavor—the special-occasion beauty—of Jell-O Bavarian. Why not make it tonight!

JELL-O
GELATIN DESSERT
New!
IMITATION
BLACK CHERRY FLAVOR

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

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Lofty Shrine

DALLAS CONGREGATION DEDICATES SYNAGOGUE

In the towering spaciousness of their new temple the congregation of Temple Emanu-el of Dallas, Texas dedicated one of the most remarkable synagogues in the U.S. The edifice has a 90-foot-high dome supported by curved walls of acoustical fins and hung with 47 tubular lights. On the brick ark wall, inlaid with flecks of gold that form a giant candelabrum, hang the Ten Commandments marked in gold on marble plaques, and a curtain of metallic cloth is drawn over the ark.

The temple, founded in 1872 by 11 Jewish Reform laymen, outgrew four synagogues as the Dallas congregation increased. This fifth one, costing $2 million, will amply accommodate today's congregation of 1,500 families, most of whom were represented (*above*) as the rabbis conducted dedicatory prayers.

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SOME OF US can recall a time not too long ago when meningococcus meningitis was high up on the list of fatal childhood diseases. Perhaps no disease of children was more feared, because meningitis . . . or "brain fever" as it was called . . . nearly always meant the worst.

Doctors had no cure. And when a child did recover, there was always a chance of damage to the brain.

Fortunately, several new drugs have halted the killing and crippling powers of meningitis, so that physicians can now treat most cases confidently and successfully.

This has been called one of the most heartening developments in the entire history of medicine. And equally heartening to all of us are the remarkable gains against pneumonia, whooping cough, diphtheria, appendicitis and nutritional diseases . . . to name just a few.

When you consider what all this means . . . in terms of saving lives, shortening recovery time and making normal living possible . . . you appreciate the effectiveness and value of modern medical care. In fact, it may well turn out to be one of the biggest bargains that will ever come your way.

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PARKE, DAVIS & COMPANY

MAKERS OF MEDICINES SINCE 1866

Working with your physician, your pharmacist and your hospital to make modern medical care one of the most rewarding investments of your life.

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Which dog is the



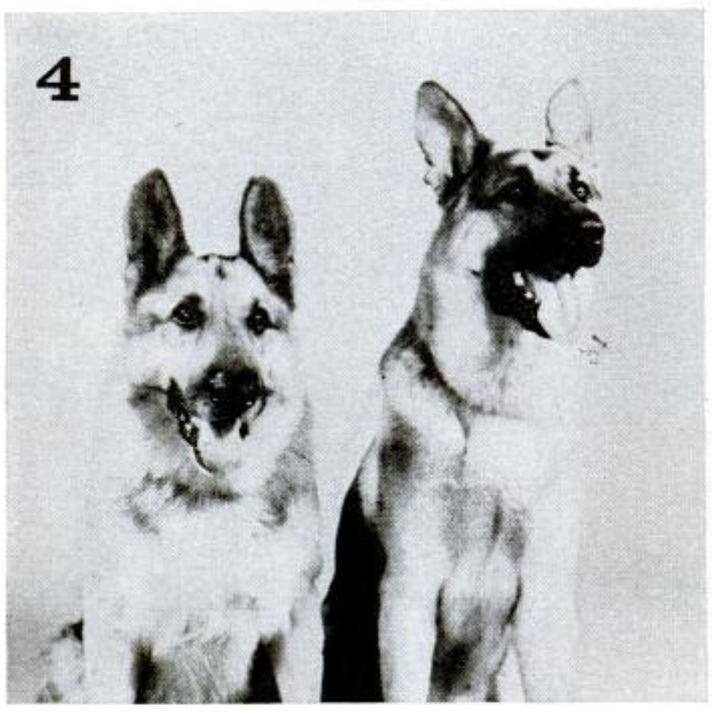
A LONGER PRIME OF LIFE for these sturdy Cocker Spaniels, thanks to nourishing Homogenized Gaines Meal. Know which dog—Bobo (top) or Champ—is the Grandfather?



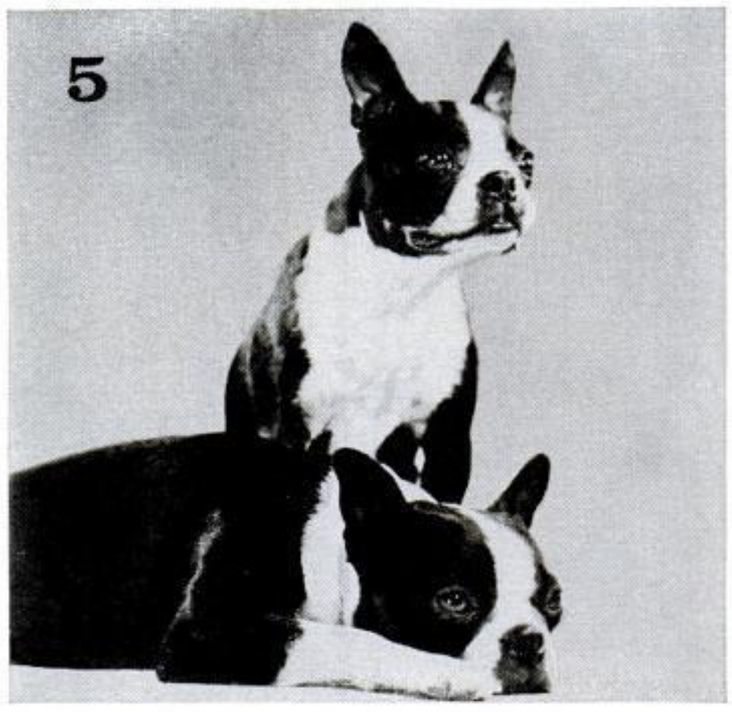
A PAIR OF LUCKY BASSET HOUNDS! Gaines guarantees Peggy (left) and Blondie uniform nourishment at every feeding. Can you tell which dog is the Grandmother?



LIVELY LILY AND SUSIE (left) were raised on tasty Homogenized Gaines Meal. They love it—so will your dog. Which West Highland White is the Grandmother?



PLENTY OF MEAT PROTEIN in Gaines for Pirate (left) and Drum. Homogenized Gaines is rich in tasty meat flavor, too! Do you know which German Shepherd is the Grandfather?



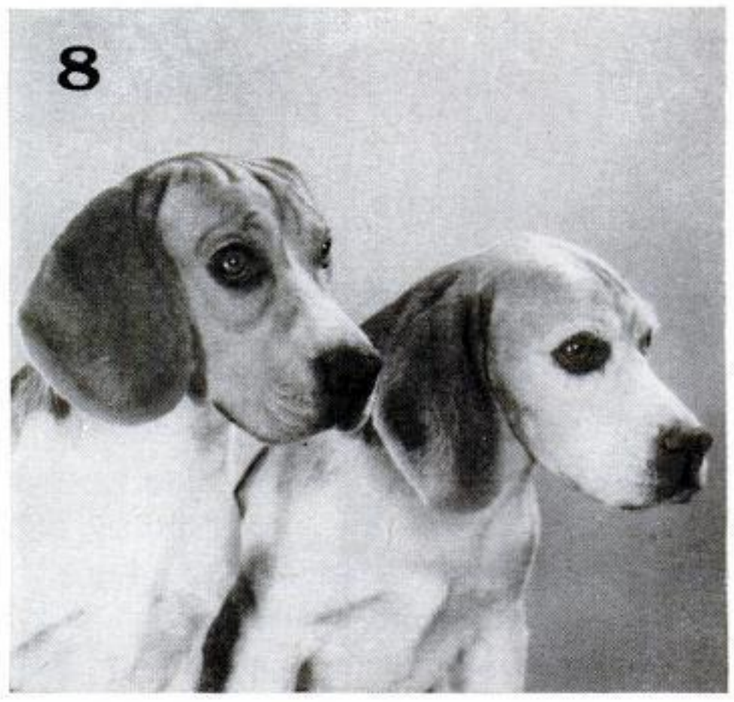
LOTS OF VITAMINS AND MINERALS for bouncy Boston Terriers Bonnie (bottom) and Cozy. Both of them were raised on Gaines. Know which dog is the Grandmother?



BALANCED NOURISHMENT GUARANTEED at every feeding for these Doberman Pinschers—because Heidi (left) and Susan are Gaines-fed! Which dog is the Grandmother?



LOOKING LIKE TWINS, Dolly (left) and Buzzy show the wonderful difference Gaines can make in *your* dog! Which of these Afghan Hounds is the Grandmother?



LIVING PROOF of Gaines' superior nourishment, these two handsome Beagles—Tony (left) and Chess—are both active, alert dogs. Which do you think is the Grandfather?

CONTEST RULES

1. Using the entry blank, or a reasonable facsimile, check the name of the older dog in each of the 8 pictures. You'll find helpful hints in the special clue box on page 143 of this magazine.

2. Complete the sentence, "I feed my dog Homogenized Gaines Meal because . . ." in 25 words or less, on the entry blank or on a separate sheet of paper.

3. Mail completed entry blank and sentence, with the name "Gaines" from the front panel of any size Gaines Meal box or bag to: Gaines "Grandfather" Contest, P. O. Box 8B, Mt. Vernon 10, N. Y. Submit as many entries as you wish. Entries must be the original work of the contestant submitting them. Extra entry blanks are available at local grocery stores.

4. Any resident of the United States (including Alaska and Hawaii) and Canada may compete except employees of the General Foods Corporation, its subsidiary companies, its advertising agencies, and their immediate families. This contest subject to Federal, State and Local regulations.

5. Entries must be postmarked not later than midnight, April 30, 1957.

6. Entries will be judged by an independent judging organization on (a) the basis of correctness in checking the eight grandfathers and grandmothers, and (b) originality and aptness in completing contest sentence. Judges' decisions final. No entries returned; all become the property of the General Foods Corporation.

7. Prizes will be awarded as listed in this advertisement. Duplicate prizes will be awarded in case of ties.

8. Winners will be notified by mail approximately four weeks after close of contest. List of winners available to those requesting same and including self-addressed stamped envelope.

FOR HELPFUL HINTS TURN TO SPECIAL CLUE BOX ON PAGE 143!

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grandfather?

Enter Gaines' Big $50,000 "Grandfather" Contest!
It's easy, exciting, and fun for the whole family!

In each of the 8 pictures on the opposite page, one of the dogs is the grandfather (or grandmother) of the other. These robust dogs are *living proof* that Homogenized Gaines Meal can help *your* dog enjoy *a longer prime of life!*

Here's all you do—look carefully at the dogs in each of the 8 pictures, and see if you can tell which dog is the grandparent. You'll find helpful hints in the special clue box on page 143! Then, using the official entry blank below, check the names of the dogs you have selected as the grandfathers or grandmothers.

For example, if you think the older dog in picture #1 is Bobo (you're right, he is!), mark your entry blank like this:

1 Bobo ☑
Champ ☐

When you've checked all the grandfathers and grandmothers, complete the sentence, "I feed my dog Homogenized Gaines Meal because . . . " in 25 words or less, on the entry blank or on a separate sheet of paper. Send your completed entry blank and sentence, along with the name "Gaines" from the front panel of any size Gaines Meal box or bag to: Gaines "Grandfather" Contest, P.O. Box 8B, Mt. Vernon 10, New York.

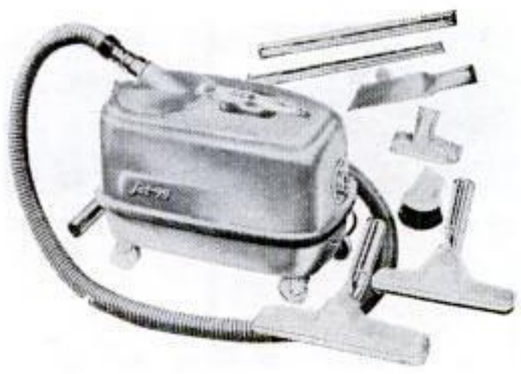
That's all there is to it! Enter now—*just look at these terrific prizes!*

1,856 Sensational Prizes!

First Prize $10,000
Next 5 Prizes . . . $1,000 each

Plus!

Next 100 Prizes



UNIVERSAL
Jet Vacuum Cleaners

Next 500 Prizes



UNIVERSAL
8-cup Electric Coffeemakers

Next 250 Prizes



UNIVERSAL
Electric Frying Pans

Next 1,000 Prizes



UNIVERSAL
Instant Coffeemakers



OFFICIAL ENTRY BLANK

In the pictures numbered #1 through #8, the older dog is:

1	Bobo ☐ Champ ☐	2	Peggy ☐ Blondie ☐	3	Lily ☐ Susie ☐	4	Pirate ☐ Drum ☐
5	Bonnie ☐ Cozy ☐	6	Heidi ☐ Susan ☐	7	Dolly ☐ Buzzy ☐	8	Tony ☐ Chess ☐

(Be sure to check answers with hints in clue box on page 143)

Complete this sentence in 25 words or less—on this entry blank or on a separate sheet of paper—
"I feed my dog Homogenized Gaines Meal because.....
.....
.....
....."

Send entry blank and sentence, along with the name "Gaines" from the front panel of any size Gaines Meal box or bag to:

Gaines "Grandfather" Contest
P.O. Box 8B, Mt. Vernon 10, N. Y.

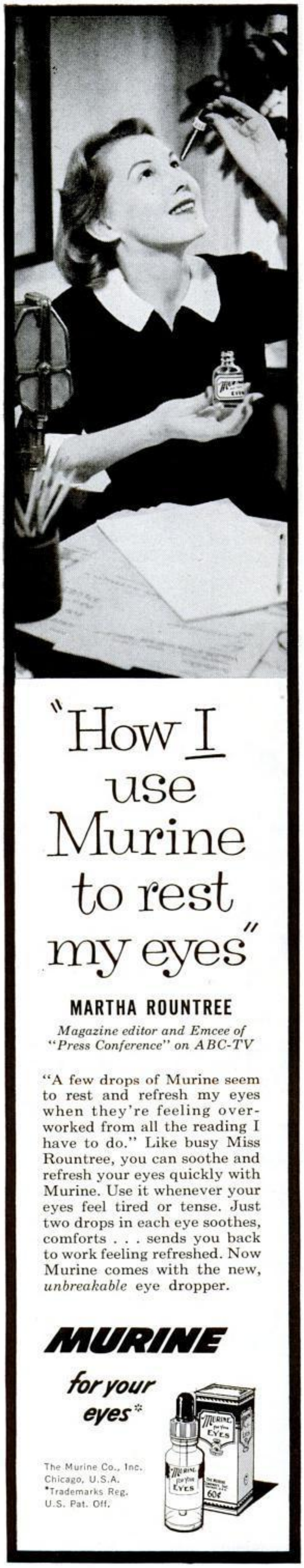
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"How I use Murine to rest my eyes"

MARTHA ROUNTREE

Magazine editor and Emcee of "Press Conference" on ABC-TV

"A few drops of Murine seem to rest and refresh my eyes when they're feeling overworked from all the reading I have to do." Like busy Miss Rountree, you can soothe and refresh your eyes quickly with Murine. Use it whenever your eyes feel tired or tense. Just two drops in each eye soothes, comforts . . . sends you back to work feeling refreshed. Now Murine comes with the new, *unbreakable* eye dropper.

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KNEELING POET (NICHOLAS MAGALLANES) WATCHES HIS MANTICORE (RICHARD THOMAS) SPRING THROUGH AIR

Beasts in a Ballet

Three mythical animals and a medieval fable are taken for a richly symbolic romp in a new ballet by Composer Gian Carlo Menotti titled *The Unicorn, the Gorgon and the Manticore.* The beasts—a plastic-horned unicorn, a gorgon dressed in dragon scales and a manticore with three rows of front teeth—are the inventions of the ballet's hero, a dancing poet. Each animal in succession has a vogue among the poet's admirers. Each becomes a victim of fashion, aging out of fancy—and so in the end does the poet.

In its New York City Ballet Co. premiere, for which John Butler did the inventive choreography, dancers share the stage with choristers singing madrigals about the stage action. What they sang was so forceful and affecting that Menotti's music, more than anything else, made *The Unicorn* the season's best new ballet.



DYING POET writhes painfully as he leans on the shoulders of his unicorn (*left*) and gorgon, watched by manticore from floor.

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Jewels by Van Cleef & Arpels

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Only rarely does automotive progress move forward to a degree that allows dramatic advancement in every phase of Cadillac quality.

As you can see from the illustration above, 1957 is such a year.

Never before have Cadillac designers worked such wonders with steel and glass and chrome. The car is beautiful as never before . . . with a majesty that is completely new to the American highway.

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FIRST IN A NEW LIFE SERIES: 'GREAT ADVENTURES'

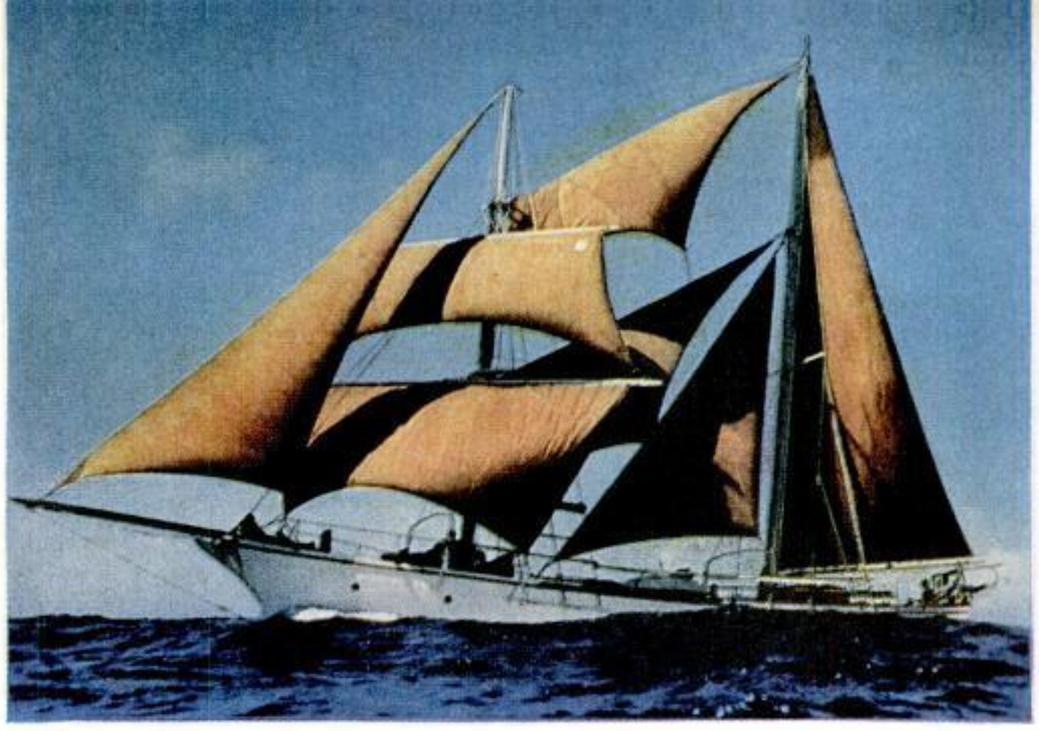
ROMANTIC VOYAGE OF THE 'VARUA'



ON an island far off the trade routes, *Varua* found the men of Santa Cruz (*above*) in a ritual Yam Dance. Their hair is powdered with coral ash, their noses pierced with intricately cut shell pendants as they stomp to the rhythm of tube rattles.



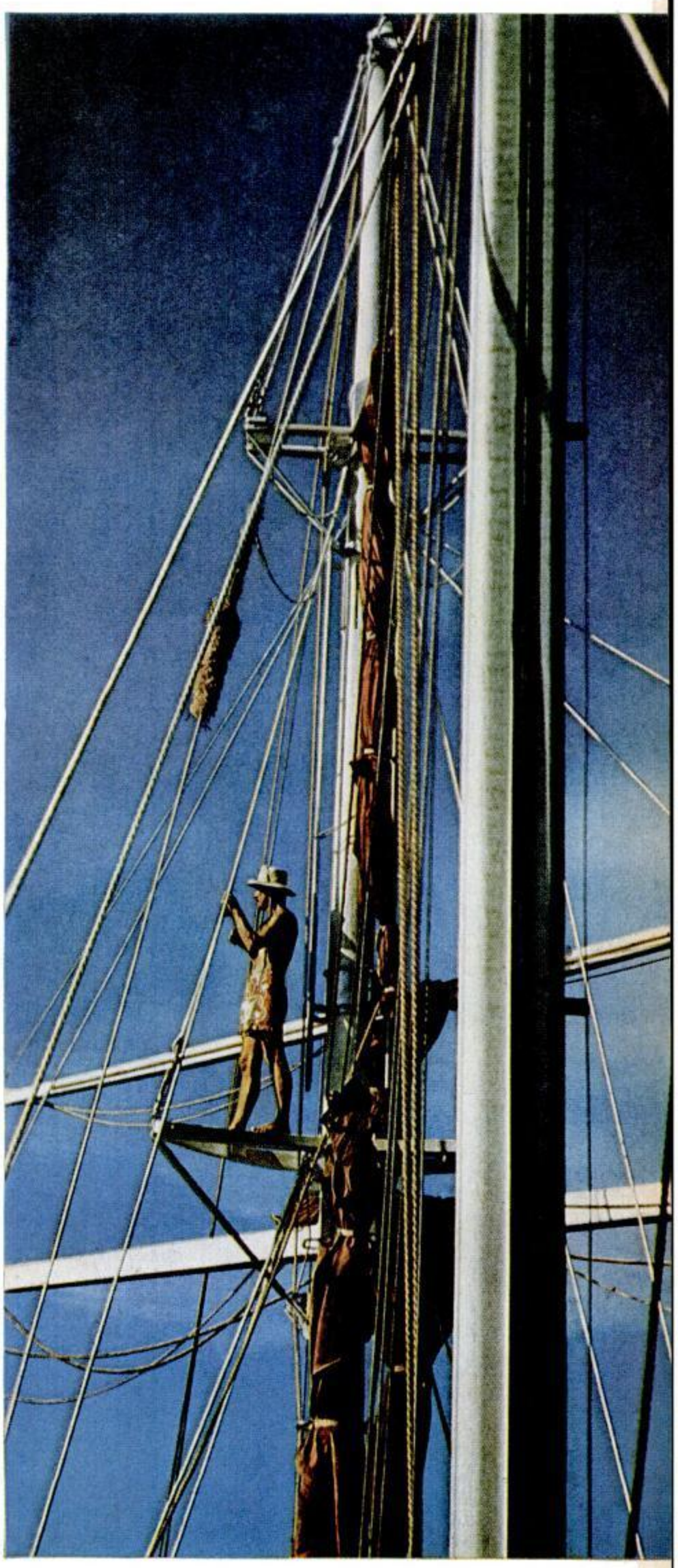
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VARUA has square sails, best used for running before the wind, and fore-and-aft sails for working to windward.

FROM the foremast rigging skipper Robinson (*below*) cons *Varua* past hidden coral reefs spotted from above through clear water.





A brigantine in the South Seas encounters beauty and dangers, seeking to answer an old riddle

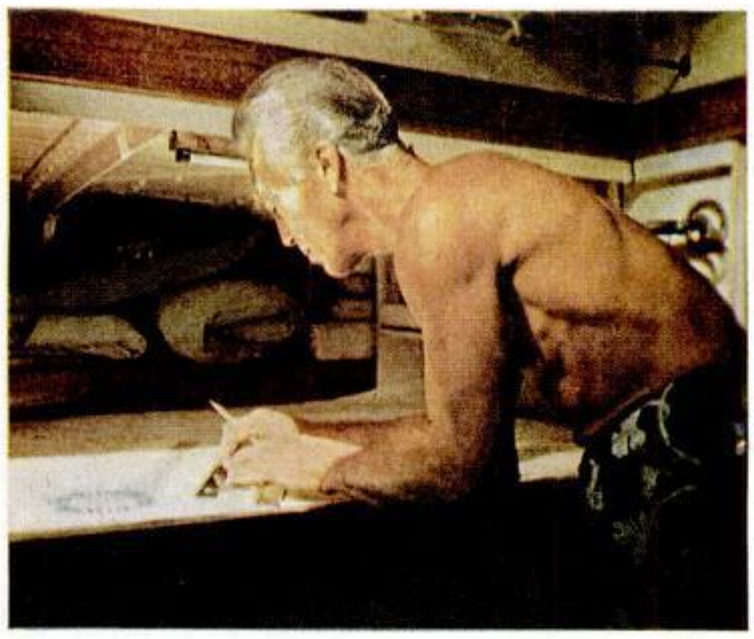
NOT many men today ever see the splendid and solemn dancing of the Santa Cruz islanders, or run before the trade winds with all sails set, or taste the easeful life of a South Seas island, or seek in far-off places an answer to a mystery. Yet to men tethered to civilization these romantic experiences have long been the rich symbols of adventure. One soft night last June, sails swelling to a northeasterly breeze, the brigantine *Varua* cleared the barrier reef off the Tahitian harbor of Papeete and set out on a voyage to bestir the fancy and envy of anyone who can still dream.

The skipper of *Varua* was a man who had left the life of a New England shipyard owner to go to Tahiti. William Albert Robinson and his white-hulled *Varua* had bucked Atlantic gale and Pacific storm. Now he was sailing on a quest that would take him through six months, 9,000 ocean miles and dozens of tropic islands. He was out to find clues to the ocean route by which the ancient Polynesians migrated from the Asian mainland to their present homes on central Pacific islands like Tahiti. Robinson speculated that they had worked their way along the smaller islands of New Guinea, the Solomons and New Hebrides. Sponsored by the Peabody Museum of Salem, Mass., he hoped through medical research among the natives to find proof of their Polynesian ancestry.

Between Tahiti and *Varua*'s destination, Bangkok, lay the perils of tropic storm and uncharted reef. With Robinson on the ship were a distinguished doctor, David Bonnet, two crewmen, the three Robinson children and their nurse, a stewardess, and LIFE Photographer Eliot Elisofon, whose pictures of *Varua*'s voyage become the first in a new LIFE series on great adventures of the present day.

Photographed for LIFE by ELIOT ELISOFON

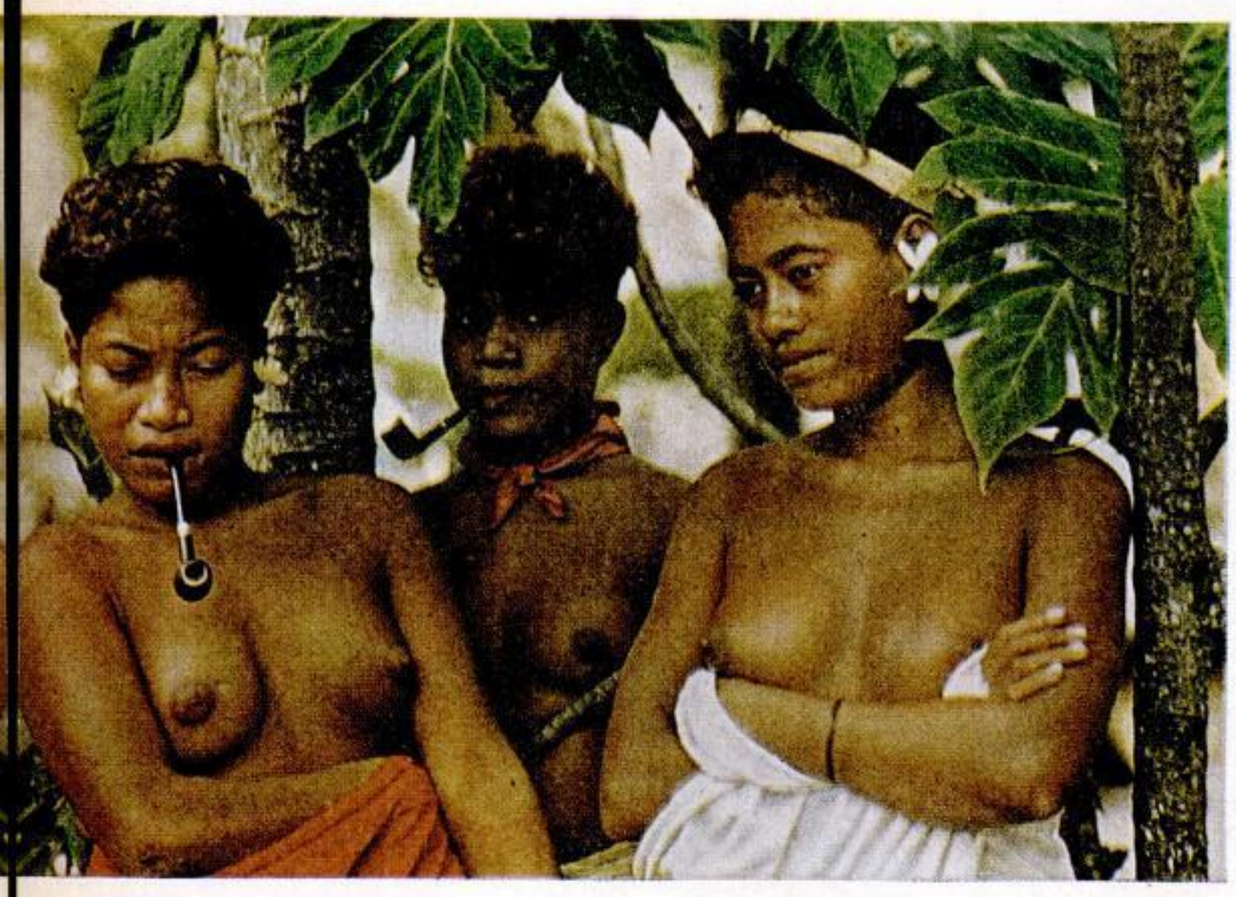
VARUA sailed 9,000 miles from Tahiti to Bangkok, particularly seeking out isles between Malekula and Wewak where, though the area is largely populated by dark-skinned people, some lighter-skinned Polynesians live. Elisofon left ship at Wewak.



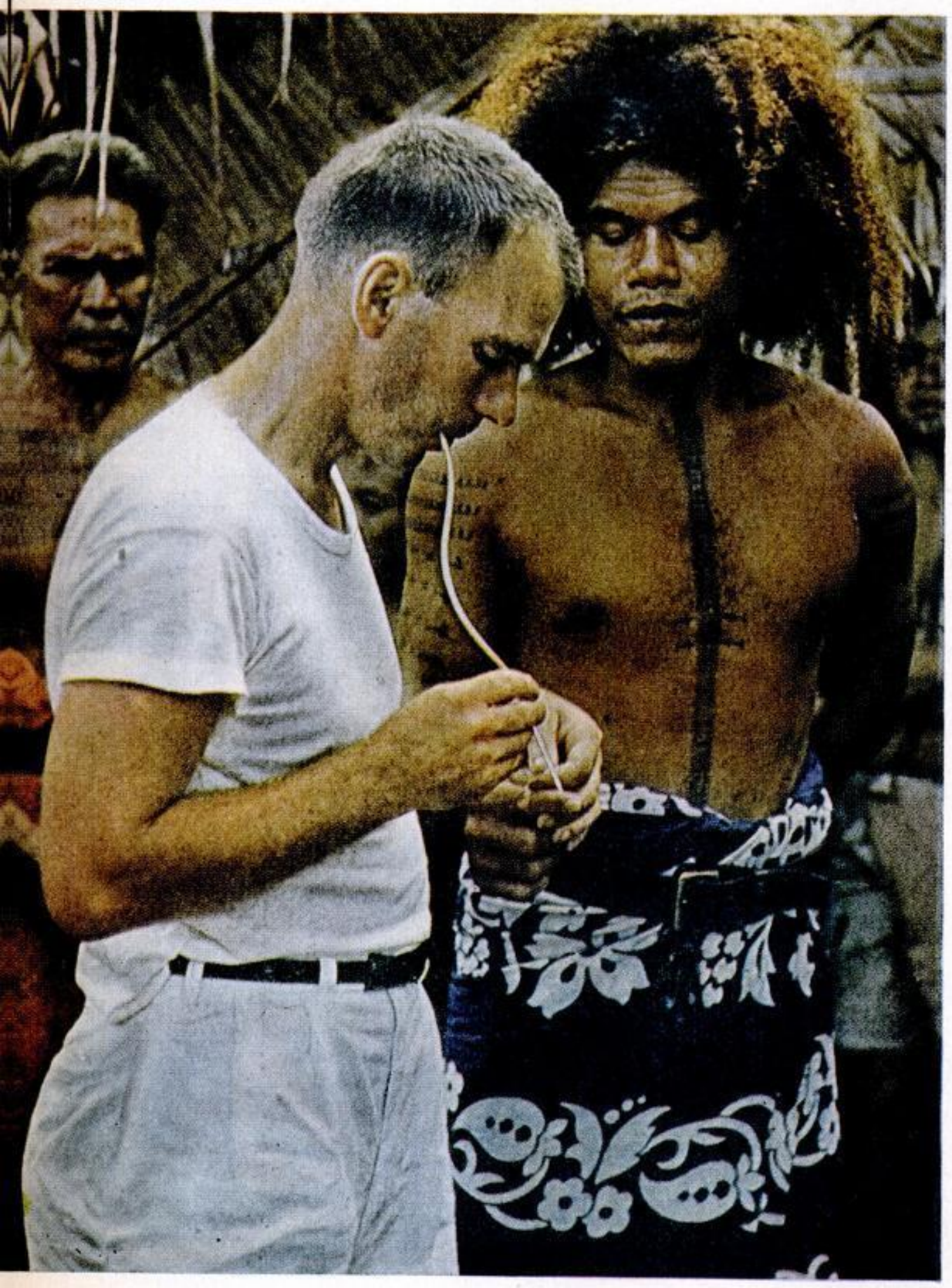
BENDING over a chart table (*left*), Robinson plots *Varua*'s course, a tricky job because many of the areas *Varua* ventured into had seldom been visited and were inadequately charted.

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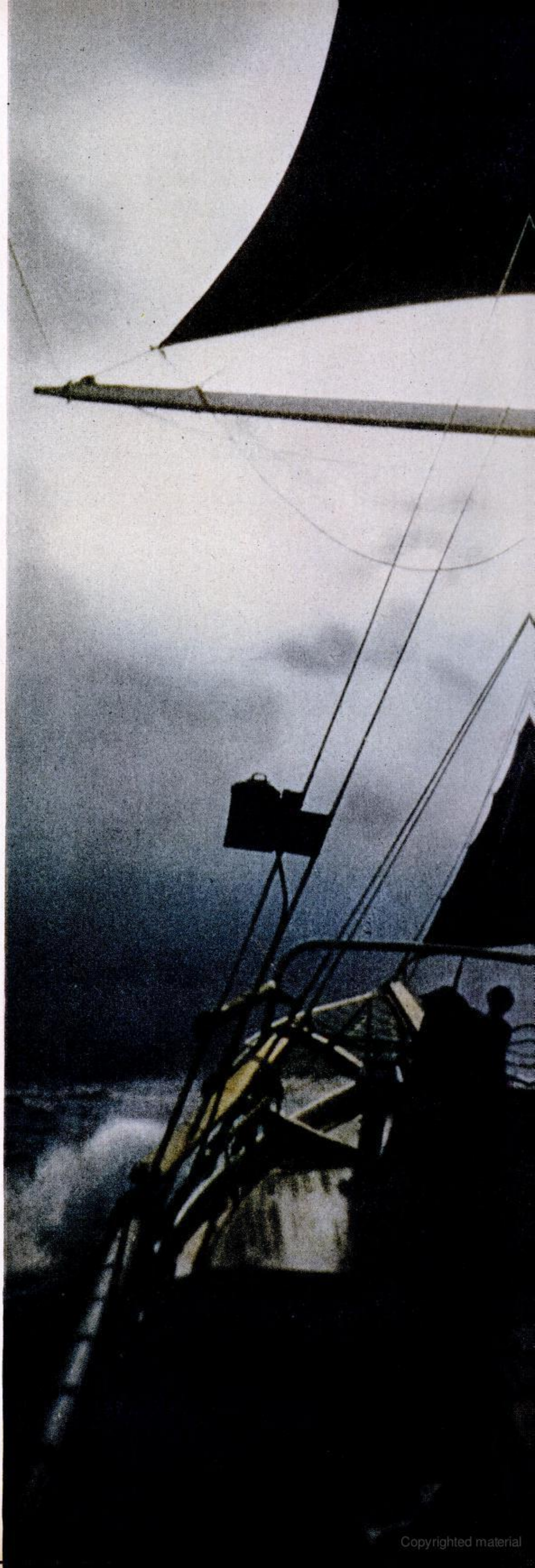
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IN the shade of a breadfruit tree, unmarried girls of Tikopia smoke their pipes. They have been smoking since early childhood, growing their own tobacco and swapping fruits for pipes from occasional traders. Their skin is honey-colored, and they speak a Polynesian language unlike the tongues of darker-skinned natives on other islands in the Solomons.



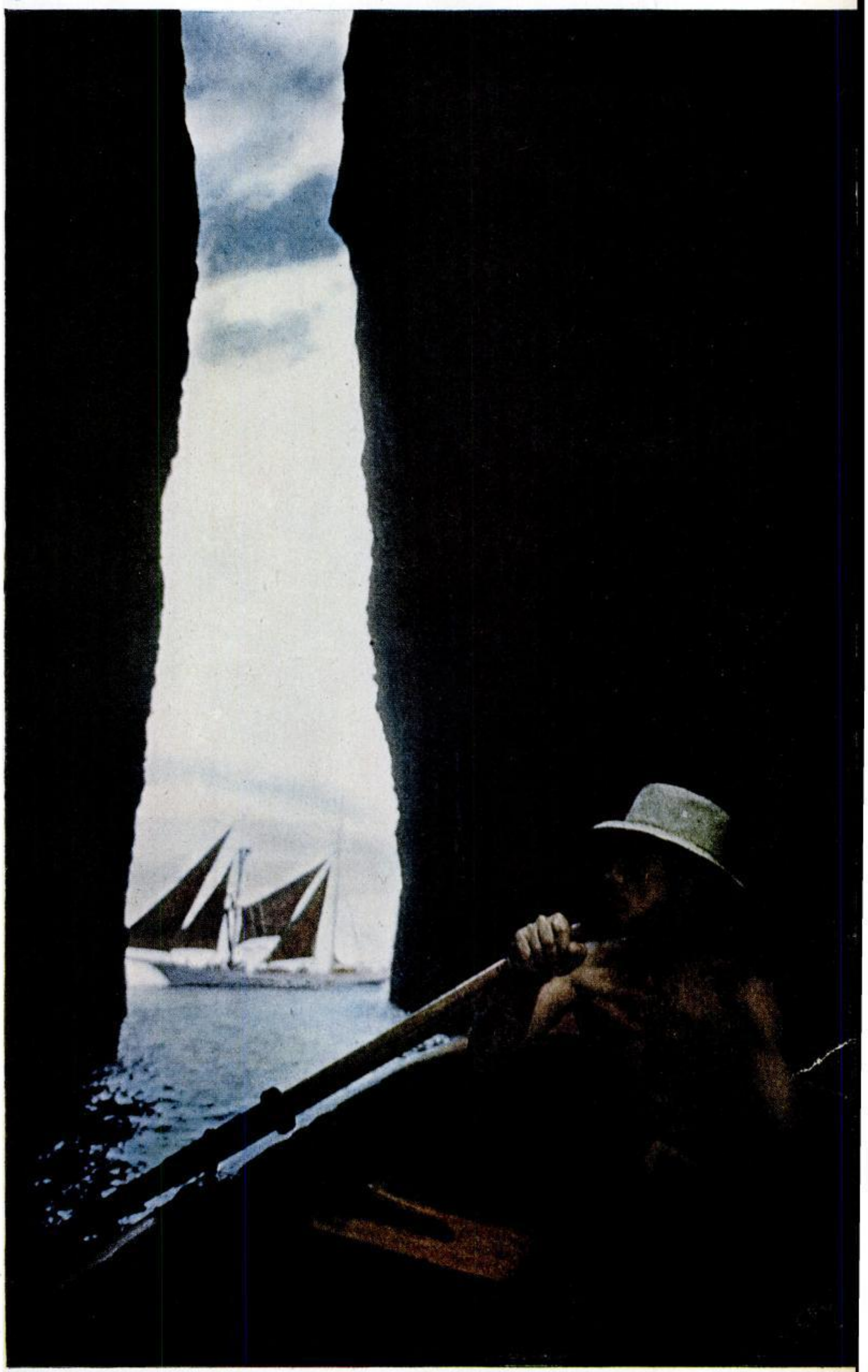
A CHIEF of Tikopia, Ariki Tifua, proves wonderfully cooperative, letting Bonnet take a blood sample from his finger. The chief's bushy hair is lime-bleached. His body bears strange blue tattooing. He urged his villagers to burn fires all night along Tikopia's rocky shore so that *Varua*, unable to anchor because of storms, would not run aground.



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A tattooed chief, a windy landfall and an island split in two



FORTY days west of Tahiti winds freshen, sending *Varua* at nine knots over an irregular, heaving sea through tremendous, lowering squalls (*left*). Her jib, topsail and a staysail are set, and spray curls over her bow.

A REMARKABLE isle, split in two by a 75-foot-high cleft, looms ahead. Though swell surges dangerously in the chasm, Robinson rows clear through the isle as *Varua* tacks back and forth.

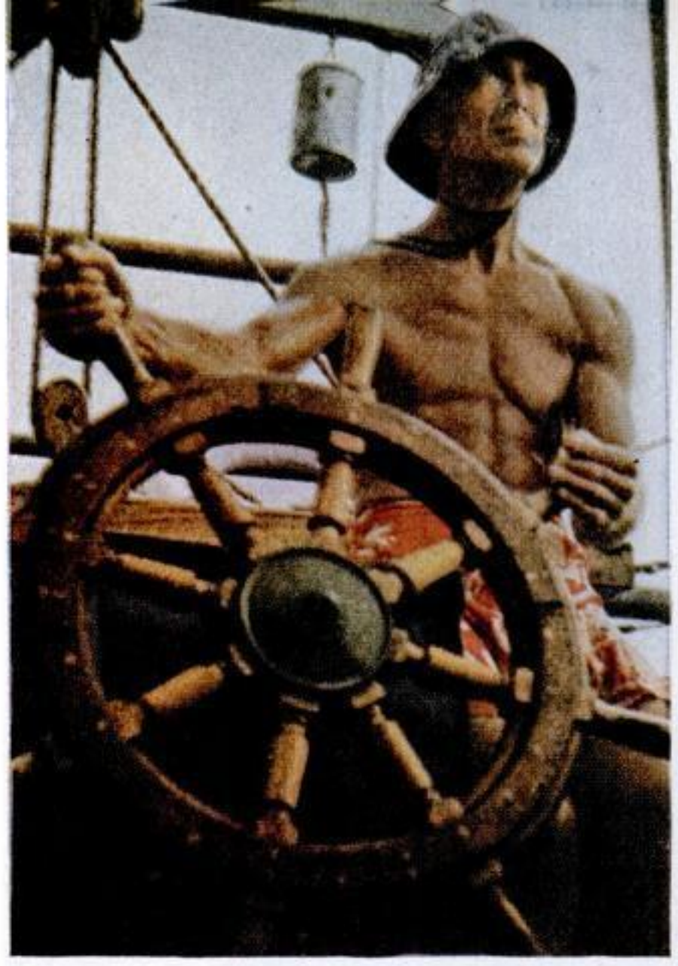
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Trek to a savage tribe in the wild New Hebrides



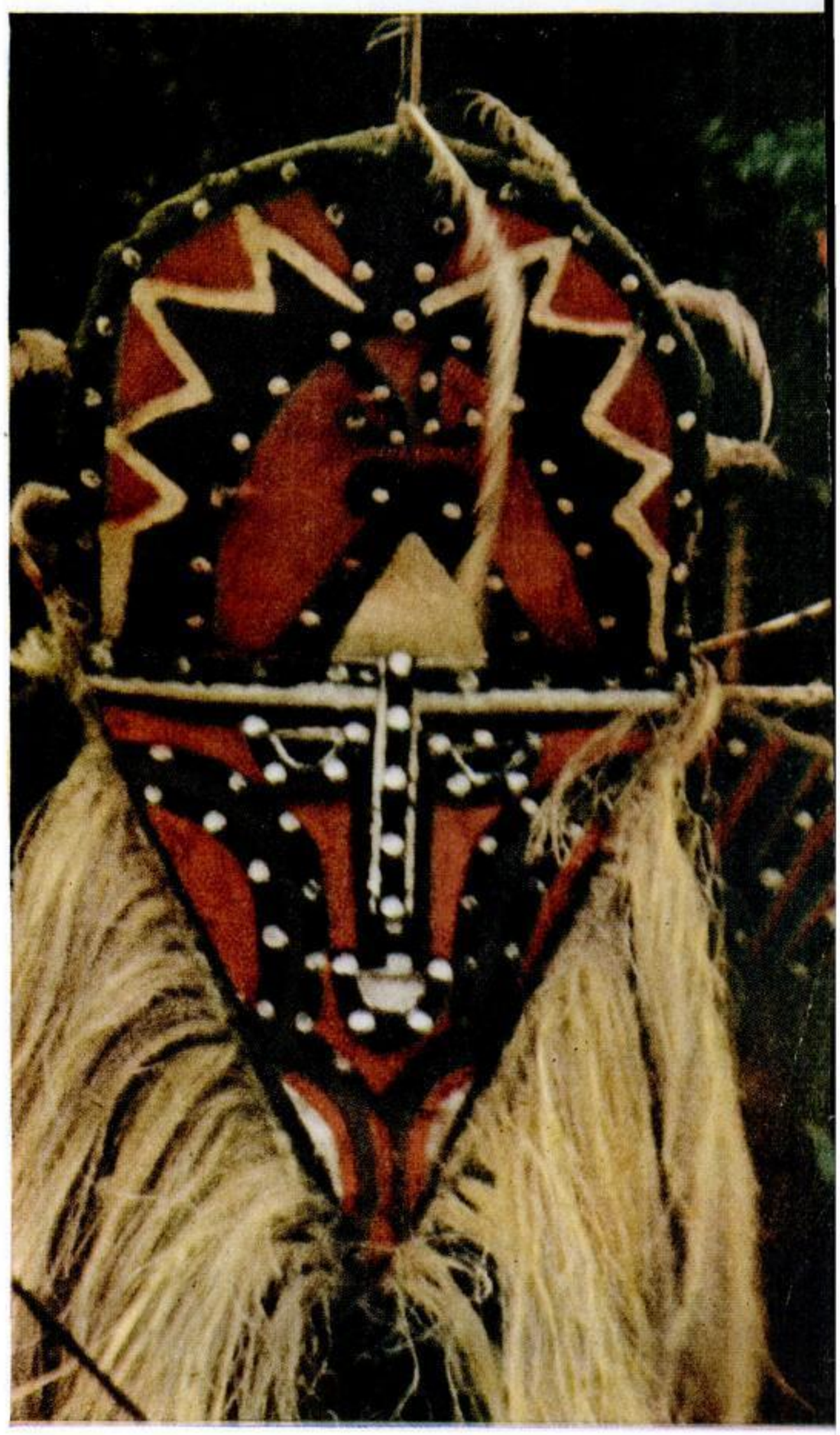
PAINTED and plumed, a Big Namba warrior of Malekula imitates the flapping of a bird in the White Hawk Dance. The expedition had climbed inland to visit the Big Nambas, most aggressive natives they encountered on the trip. Not long before Robinson arrived they had raided a neighboring village. But they were friendly to *Varua*'s crew.



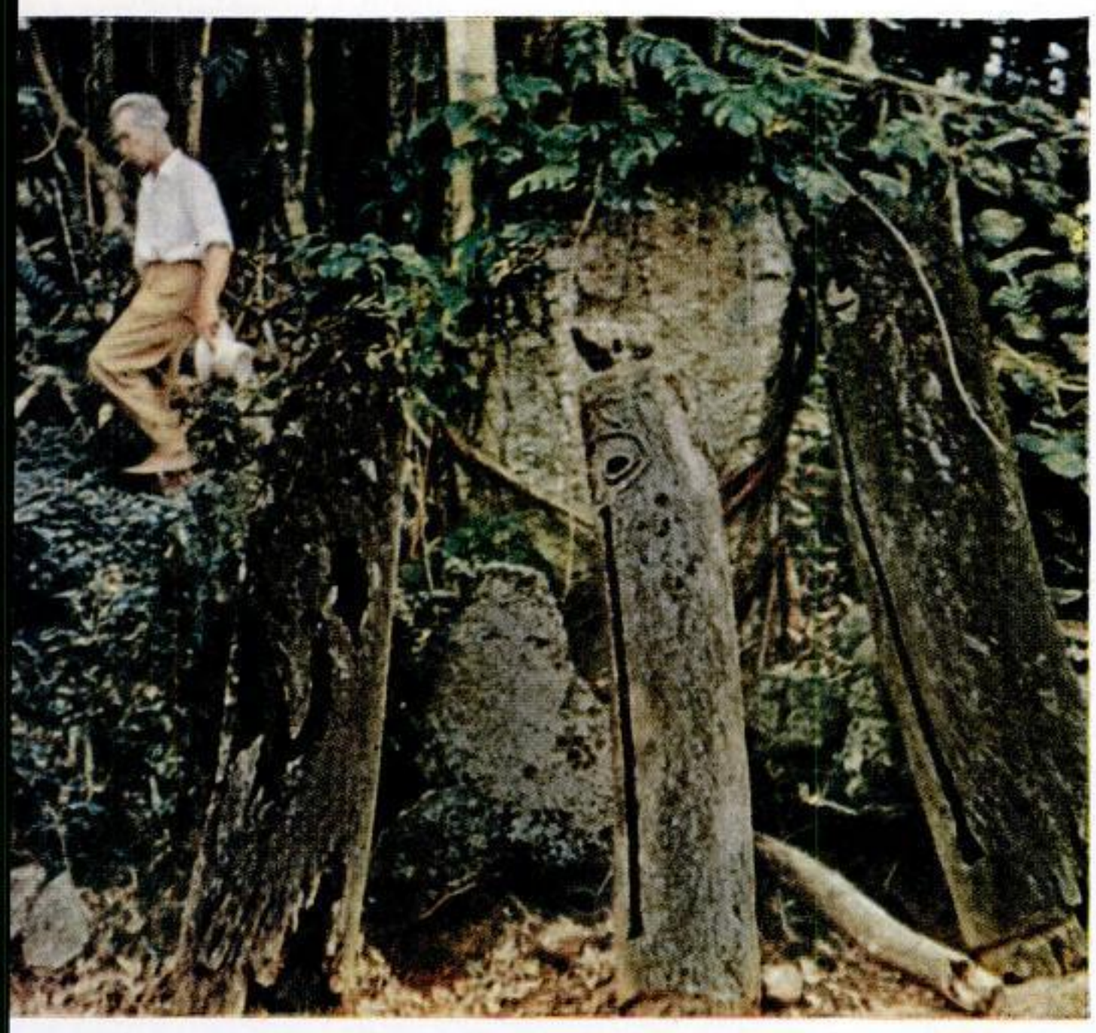
FIGHTING a shifting wind in the rain, the skipper steers *Varua* toward Vao, a tiny island adjoining Malekula in the New Hebrides.



TWO men of Vao act out a play wearing masks that represent the spirits of mythical beings. The whiskered masks are made of tapa cloth stretched over hibiscus wood frames.

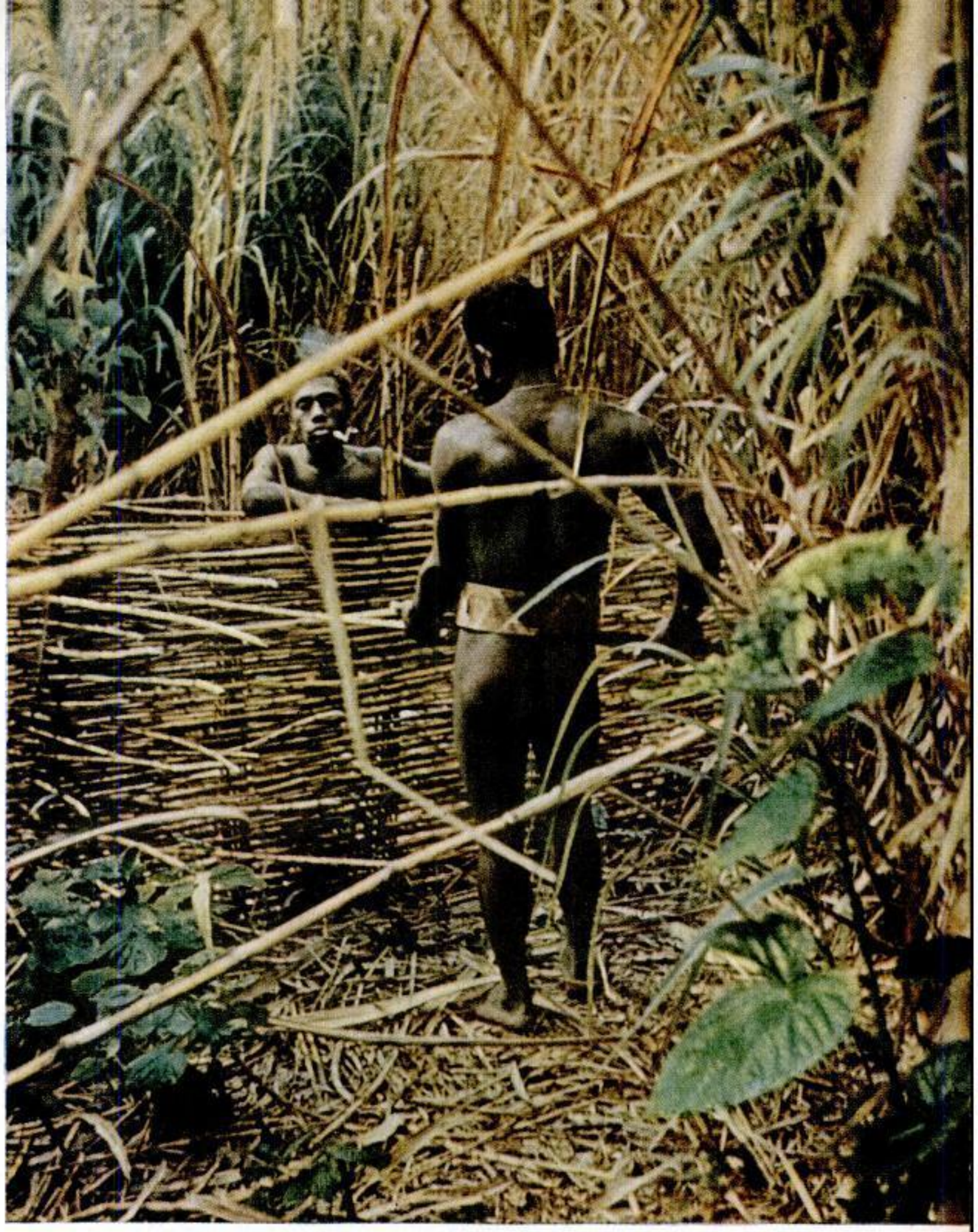


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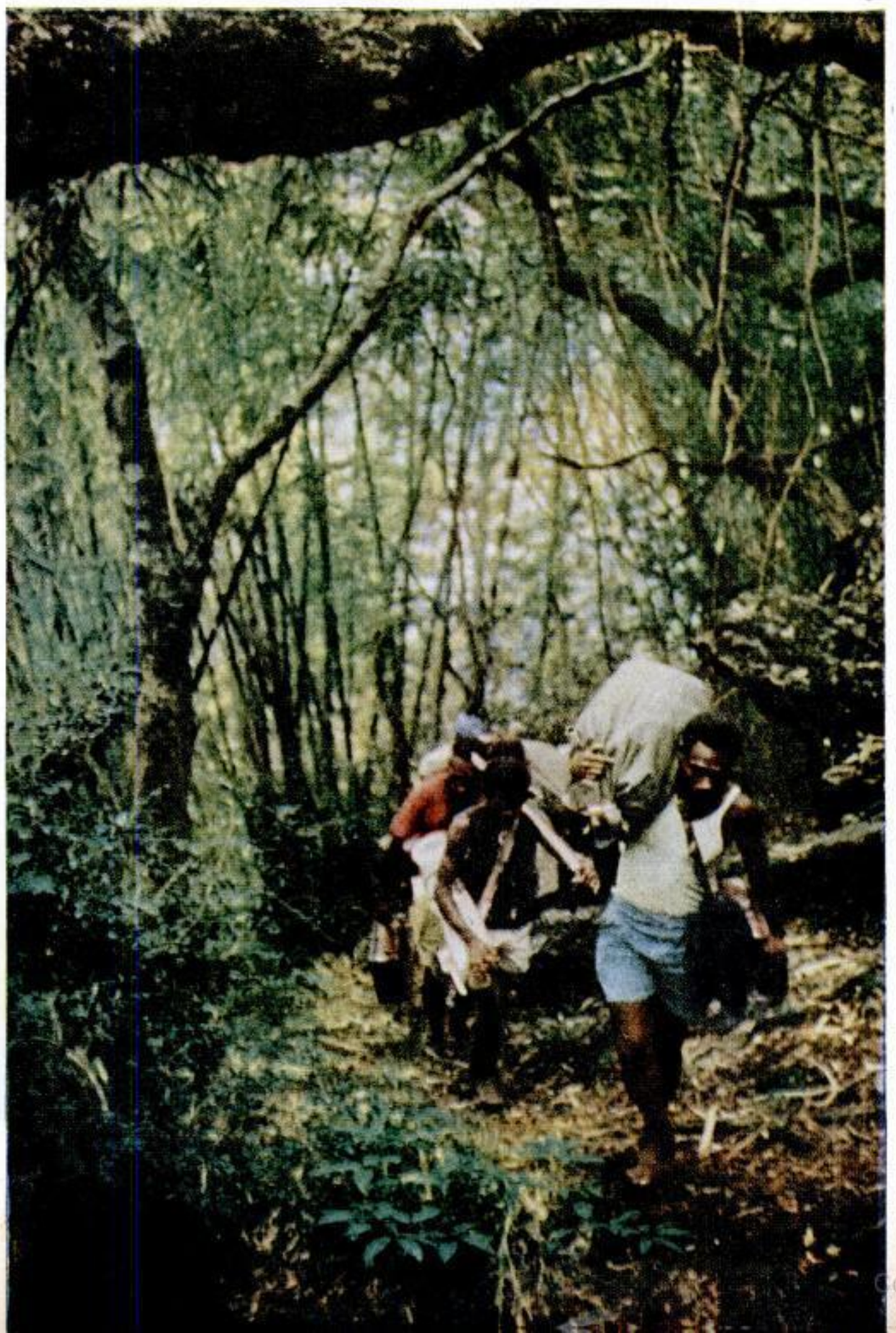


ON Vao, Robinson finds sacred slit gongs made of hollowed tree trunks. The carved face represents an ancestor, the slit is his "mouth," and the sound when the gong is beaten is his "voice."





IN Big Namba country, two tribesmen gossip over a bamboo fence (*above*) put up to keep pigs from rooting up the garden. In this area the natives raised tusked pigs and force the tusks to grow into ringlike shapes. These looped tusks are considered a form of wealth. Leaving the Big Nambas, the expedition hikes back through jungle (*below*) to the coast and *Varua*.

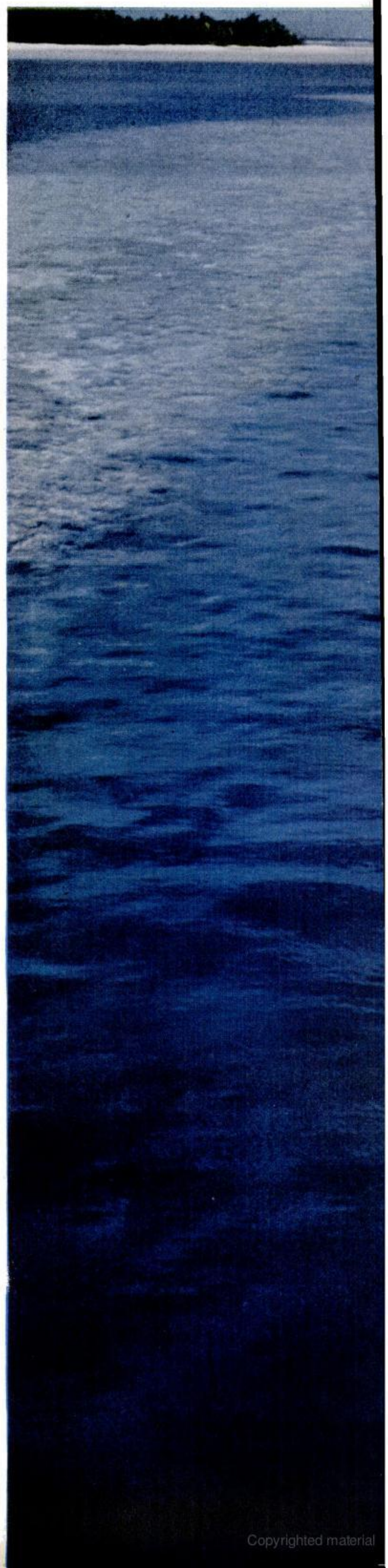


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Long and leisurely hours on a smooth and brilliant sea

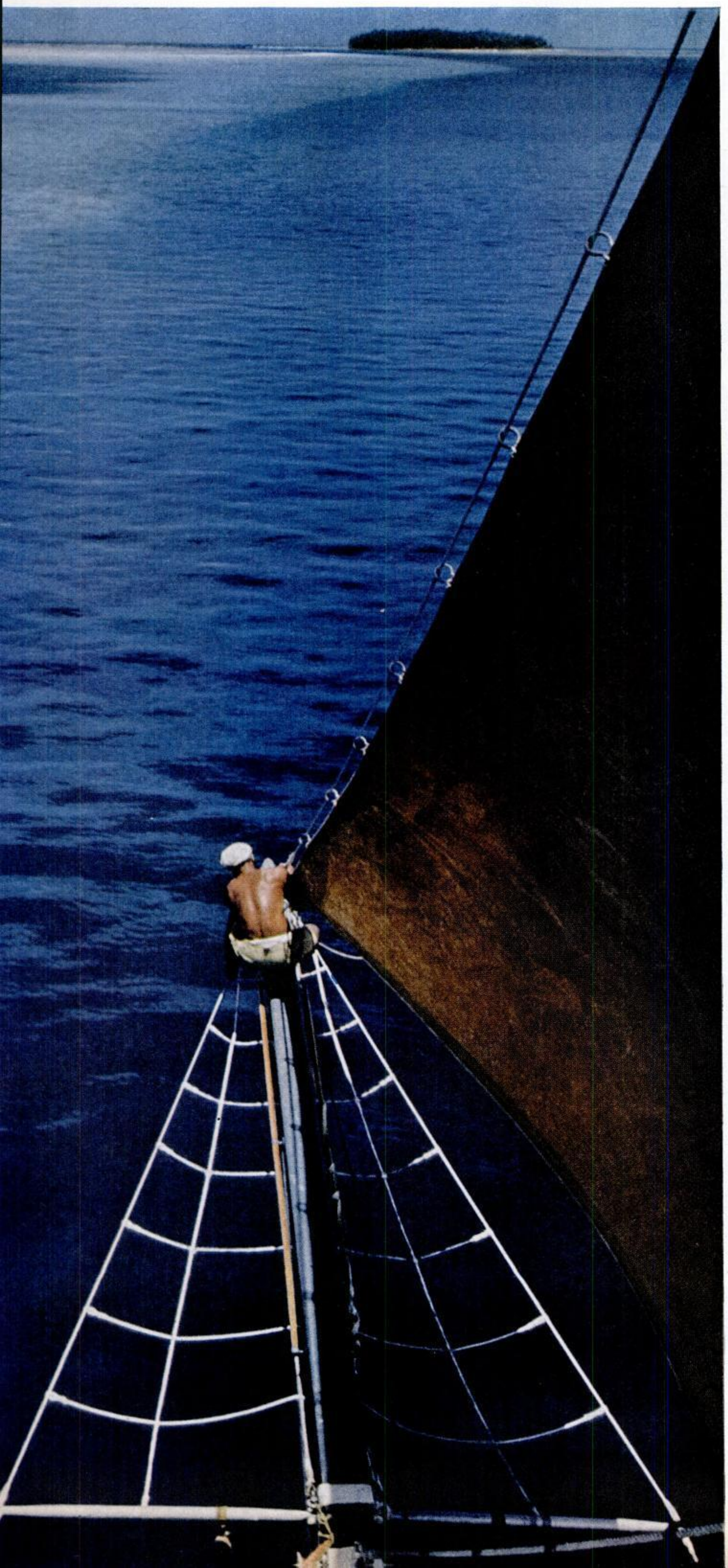


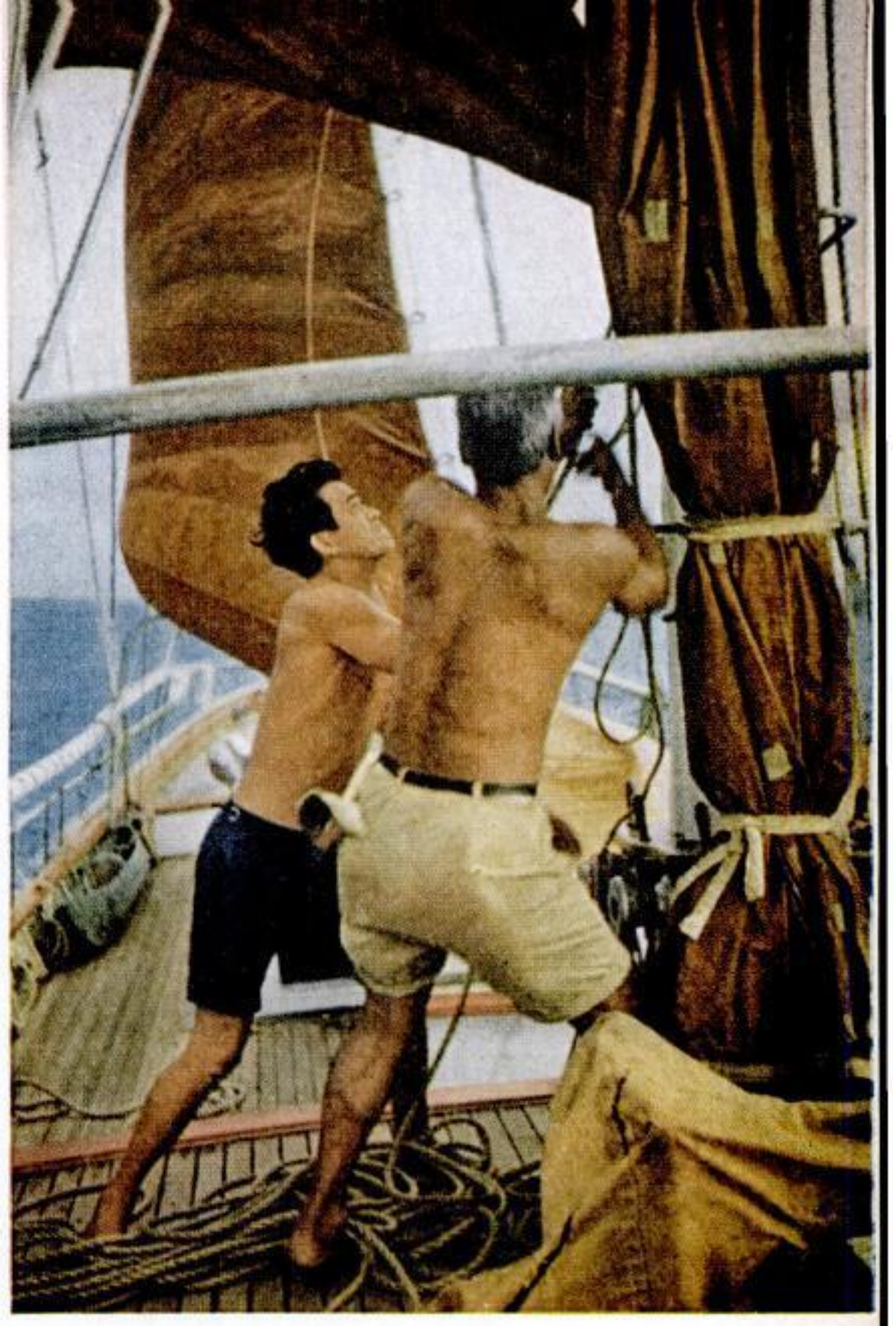


STRIDENT laughter rings above the swish of the bow wave and gurgle of the wake as *Varua* slips through the purple-blue of open water. Tino and Marato, the sailors, are playing cards (*above*) with Haamooura, the stewardess. The only other sounds on this lazy day are the creak of the boom and the splash of flying fish. Another time, the twang of a guitar vibrates across the sea—Haamooura is strumming (*below*) as the skipper steers *Varua* over a calm sea.



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THE only real action on balmy days is the setting of the sails. Pulling a halyard, Tino and Marato (*above*) hoist the jib to catch the breeze already filling the staysail behind them. The foresail is furled against the foremast.



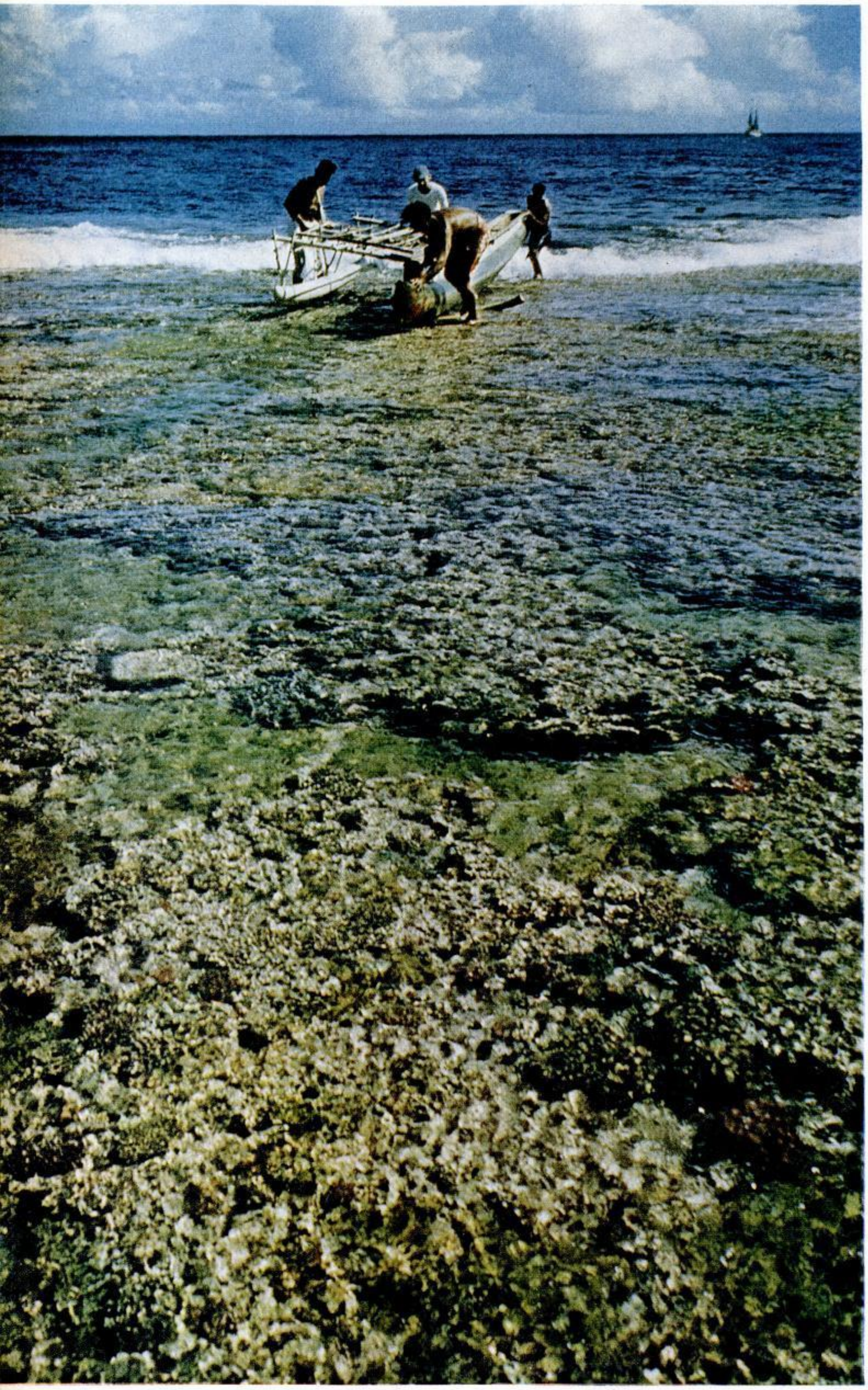
ON a still day, with *Varua* traveling by engine, the skipper relaxes and gets a haircut from Nina, the nursemaid, "assisted" by little Nona.

AT the bowsprit, dropping a lead line to sound a tortuous reef passage, Tino sits like a spider in a web of safety lines. The lighter shade of the water traces the reef's outline. Sounding detects deeper coral shelving.

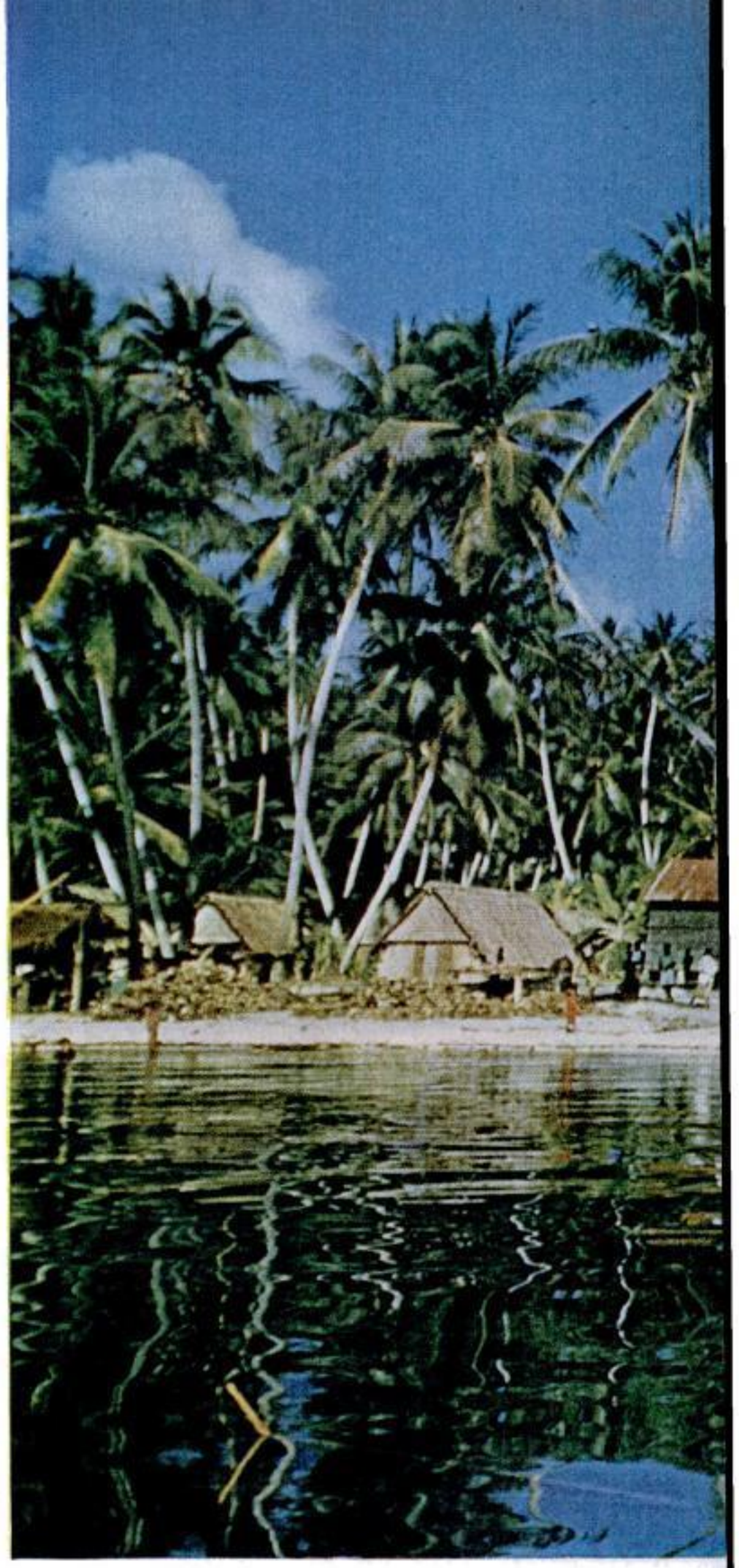
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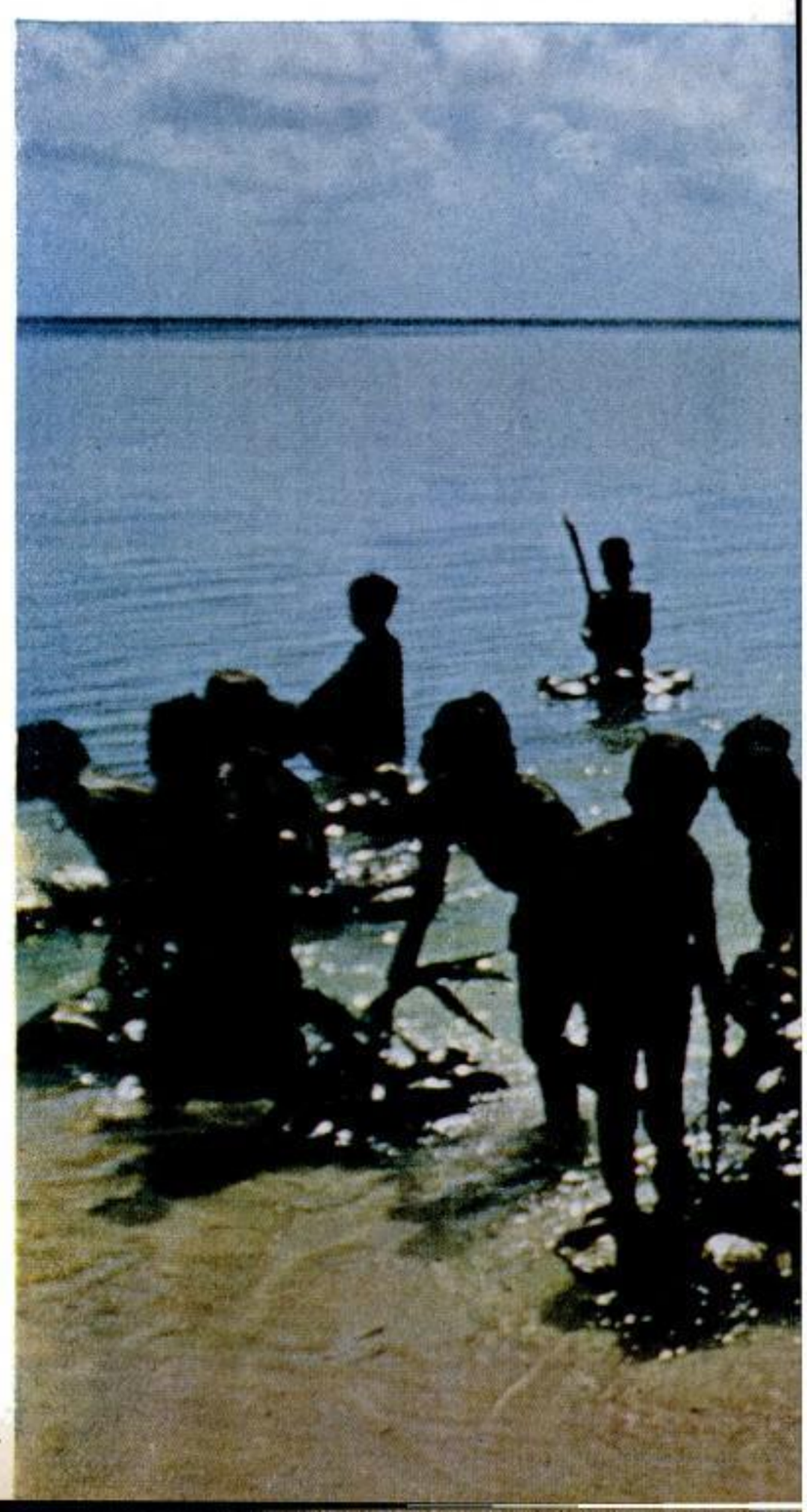
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Going across the atoll's barrier to a beautiful coral isle



OFTEN *Varua* found no passes in the ringlike reefs that lie between open sea and the still water that edges coral isles. Here at Sikaiana, she lies to at sea while Bonnet goes ashore in a canoe pushed over the reef.





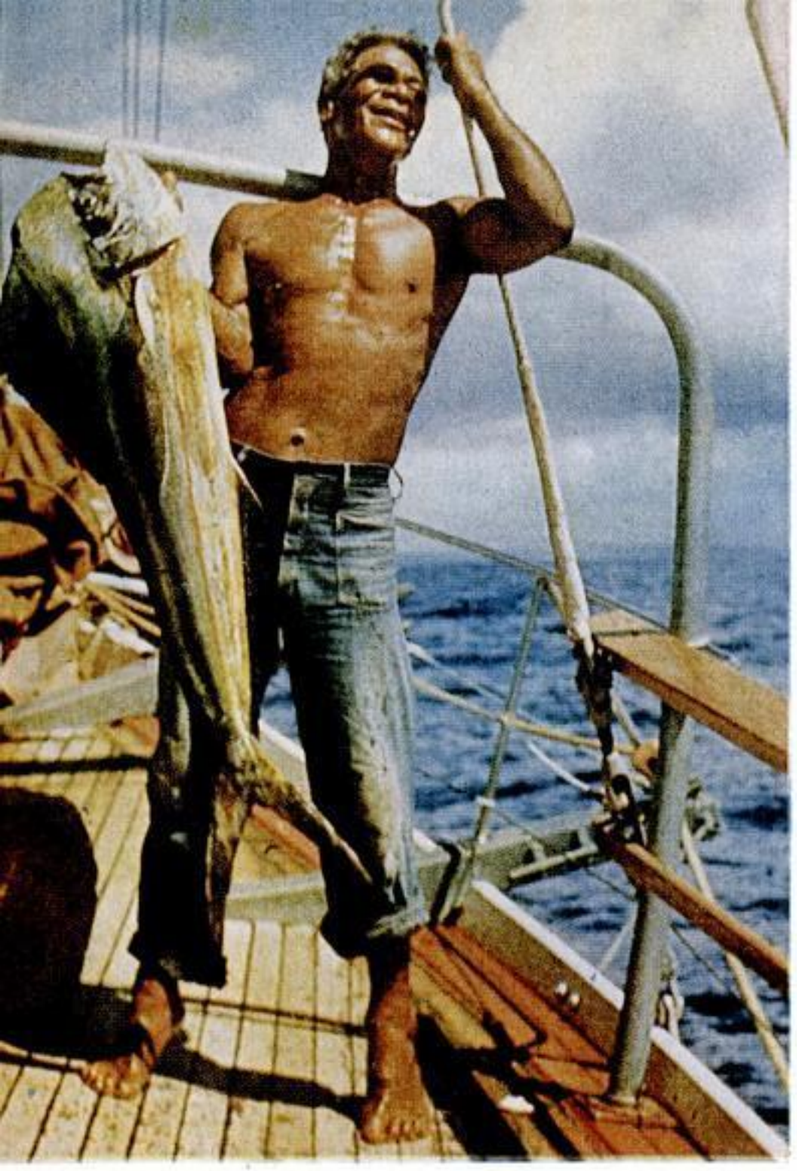
THE reefs that kept *Varua* from safe anchorage are used by atoll natives, like these on Ontong Java (*right*), as causeways. They walk across at low tide, pulling floating strings of coconuts collected from neighboring islets.

INSIDE the sharp outer reef lies the glass-clear lagoon and a beautiful coral island, where the brightly robed villagers of Ontong Java atoll (*above*) gather on the beach to welcome the canoe's arrival from *Varua*. Swaying high over the village are the characteristic, graceful atoll trees, the indispensable coconut palms, which are used by the islanders for food, drink, oil, fiber and house-building material.



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A bounty for the busy fishermen at the reef-rimmed lagoons



TINO hoists a dolphin aboard as *Varua* circles an atoll waiting for her skipper to return from an island visit.



AT low tide a lagoon is a death trap for schools of fish, the islanders wading into the receding water to trap the fish in winglike nets.



FISHERMEN of the coral isles are expert divers and swimmers. At Sikaiana, a diver (*above*), equipped with homemade goggles, spears reef fish hiding under a leaf-shaped coral outcropping.

SNAPPING its spine with his teeth, a Reef Islander (*right*) kills a fish he has just netted. The men form a wide circle, then close in, holding their nets like barriers in the water. The frantic fish flip into the nets.

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Awesome eruption, pleasant welcome



ALL sails set, *Varua*, having left coral islands behind, courses past the black cone of an active volcano whose lava strewn flanks rise sheer from the ocean. Elisofon took this photo from *Varua*'s lifeboat.

A NEW isle, freshly risen from the sea and still rumbling with volcanic eruptions, surprises *Varua*'s crew on the way to Manus. Robinson rows the dinghy to the steaming shore through bubbling water and sulphurous gases.



UNDER a sky steely with storm clouds, an outrigger comes up to guide *Varua* past shoals. Rigged with "crabclaw" sail, platform and cabin, the canoe can travel hundreds of miles.

LAUGHING and swaying as their parents sit and clap, tattooed girls of Ontong Java do a canoe dance. Their skirts are yellow from turmeric, a dye used in rituals by Polynesians.









AT sunset near Manus two twin-sailed cargo canoes bearing pineapples and copra sail by *Varua*. Such a canoe can carry a load of half a ton on the platform over its hull. Most trading in the region is done by outriggers, and at many an anchorage canoes nosed around *Varua*, while their lithe owners clambered aboard with fruit and shells for sale.

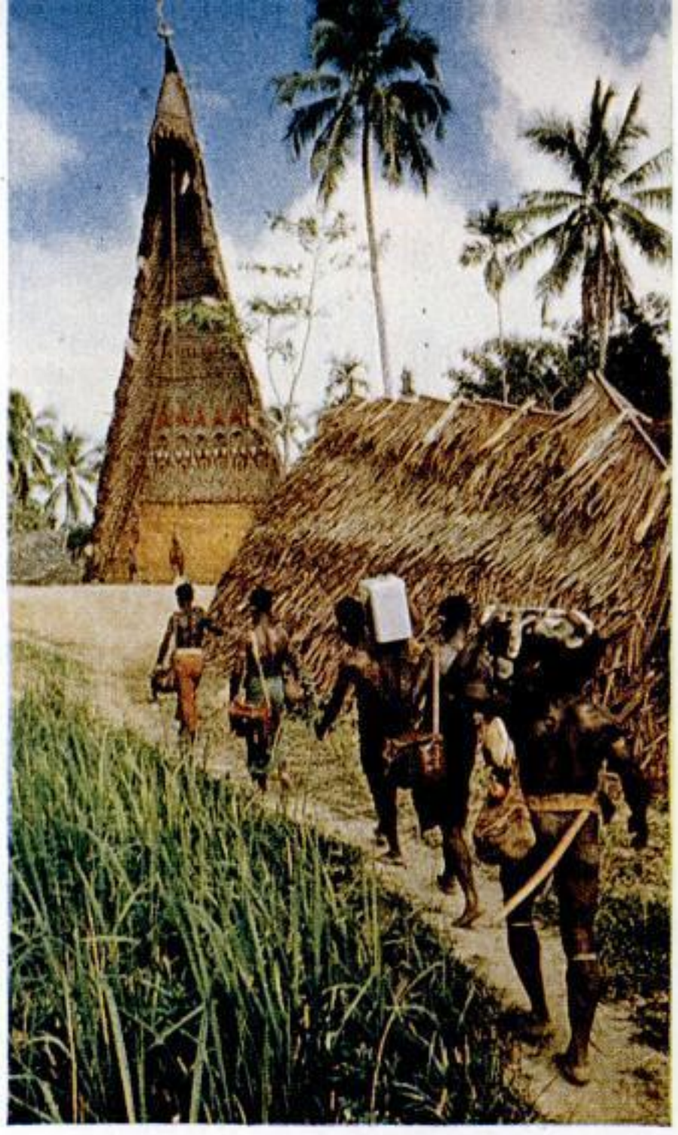
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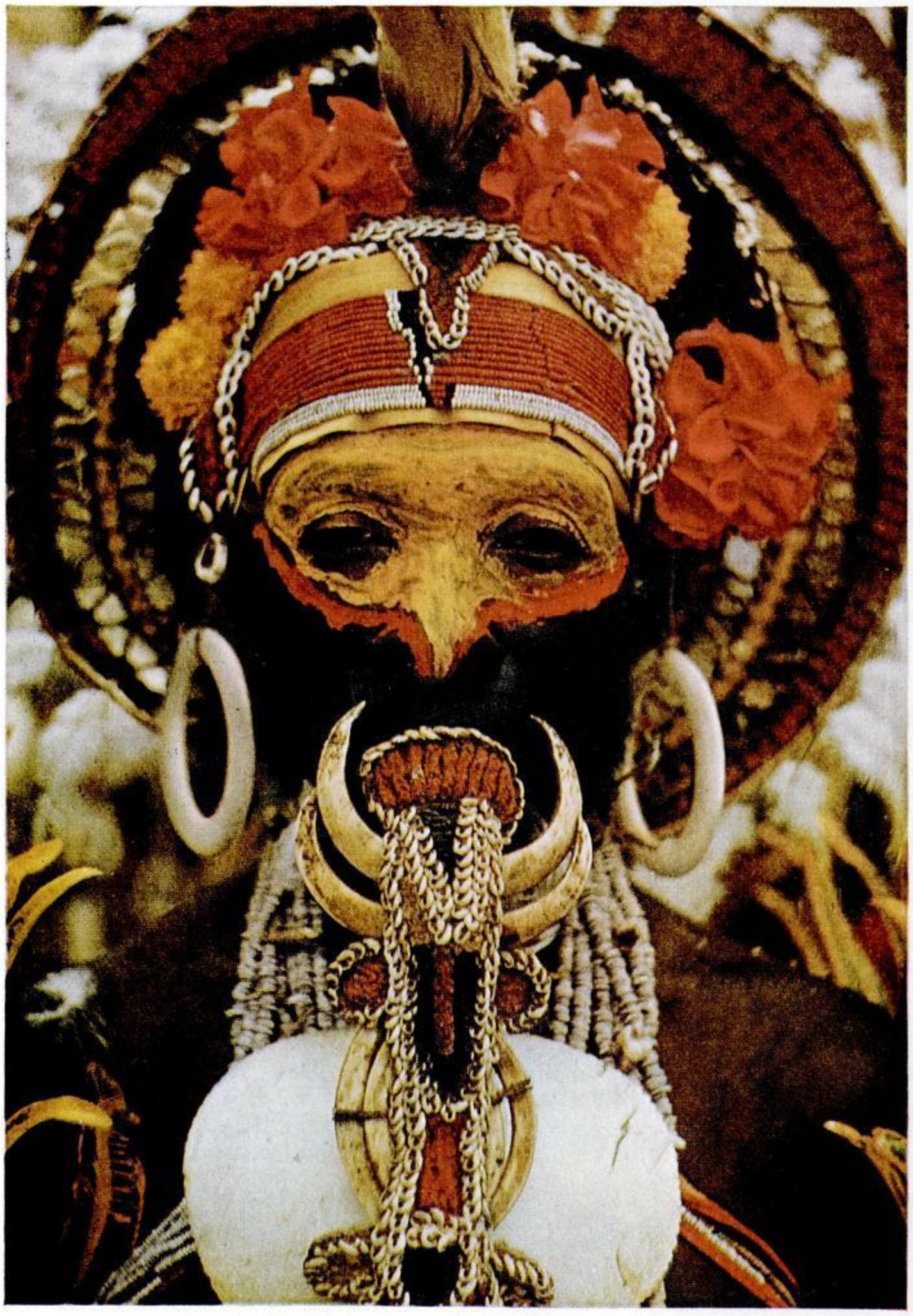
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ROMANTIC VOYAGE CONTINUED

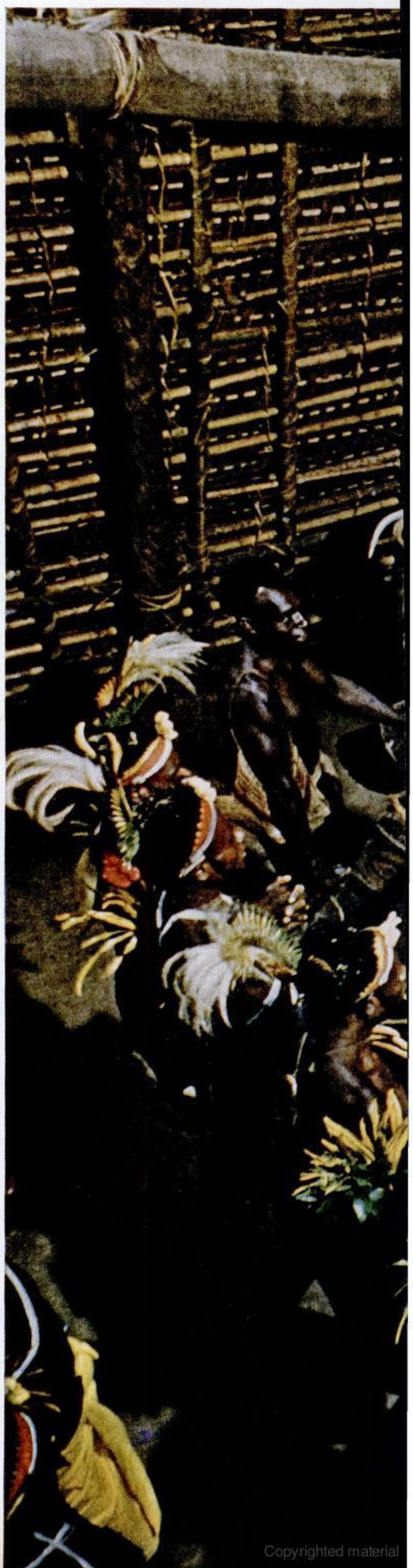
FOURTEEN weeks out, *Varua* reached New Guinea and anchored off Wewak. Then came the trip's most thrilling moment. An inland chief, who had heard of *Varua*, invited the expedition to a tribal ceremony—a violent dance to propitiate the spirits the tribe revered.

Robinson and Elisofon followed bearers up a mountain path (*small photo, right*) to the village and its peaked ceremonial lodge. A fearsomely decorated man (*below*), clenching a boar's tusk mouthpiece in his teeth, crawled from the lodge's low door and escorted the two visitors inside. Figures of tribal spirits leered from the walls. Tribesmen thumped on hollow log drums. Enraptured dancers, their oiled bodies glistening, whirled and chanted and clapped. As the place filled with the beat of drums and cries of ecstasy, Elisofon caught this rare picture (*opposite page*) of the frenzied ceremony. Then he began his own long journey home, and *Varua*, sails billowing in a fresh wind, beat westward toward Bangkok.





A strange, secret

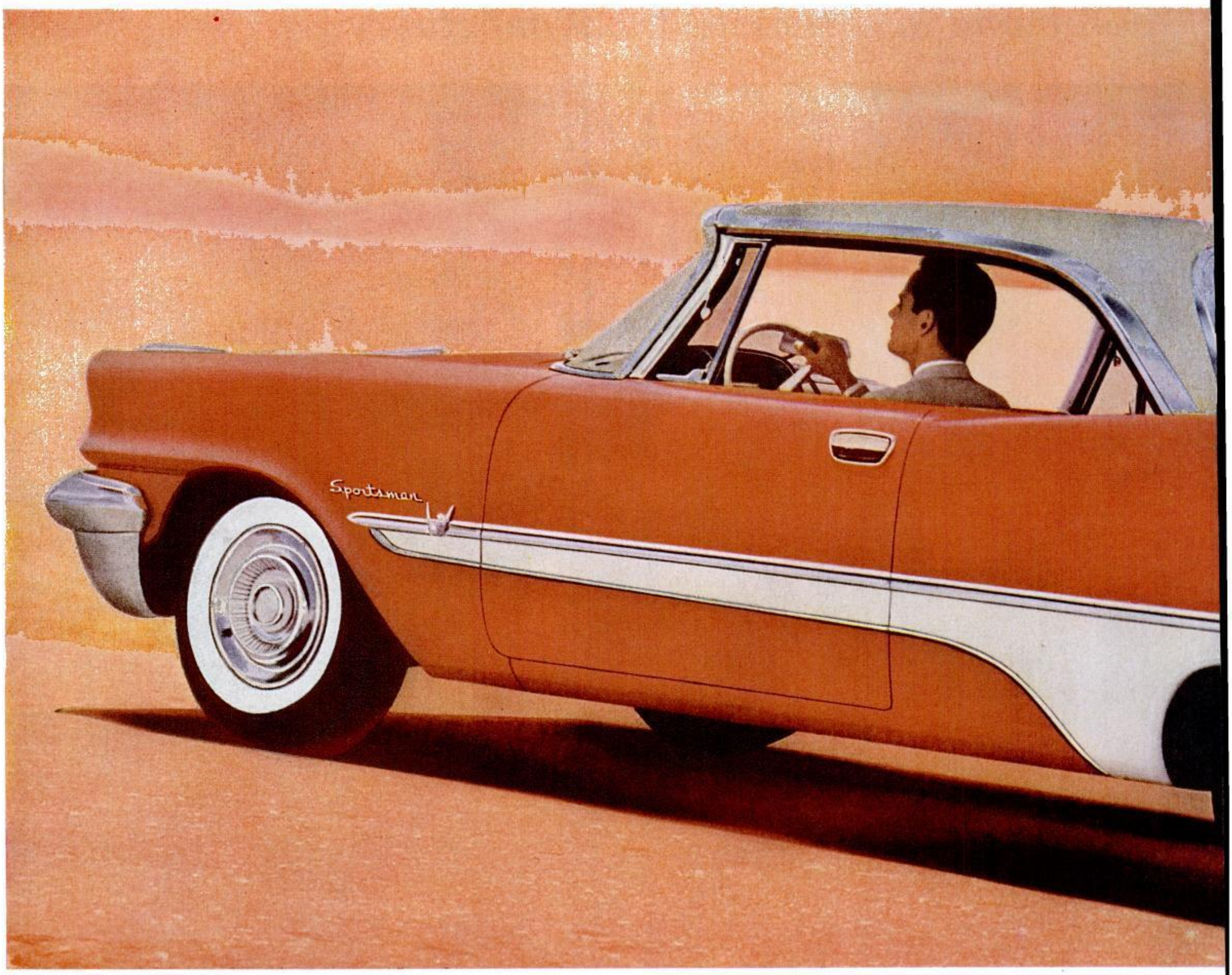


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ceremony in a remote tribal sanctuary



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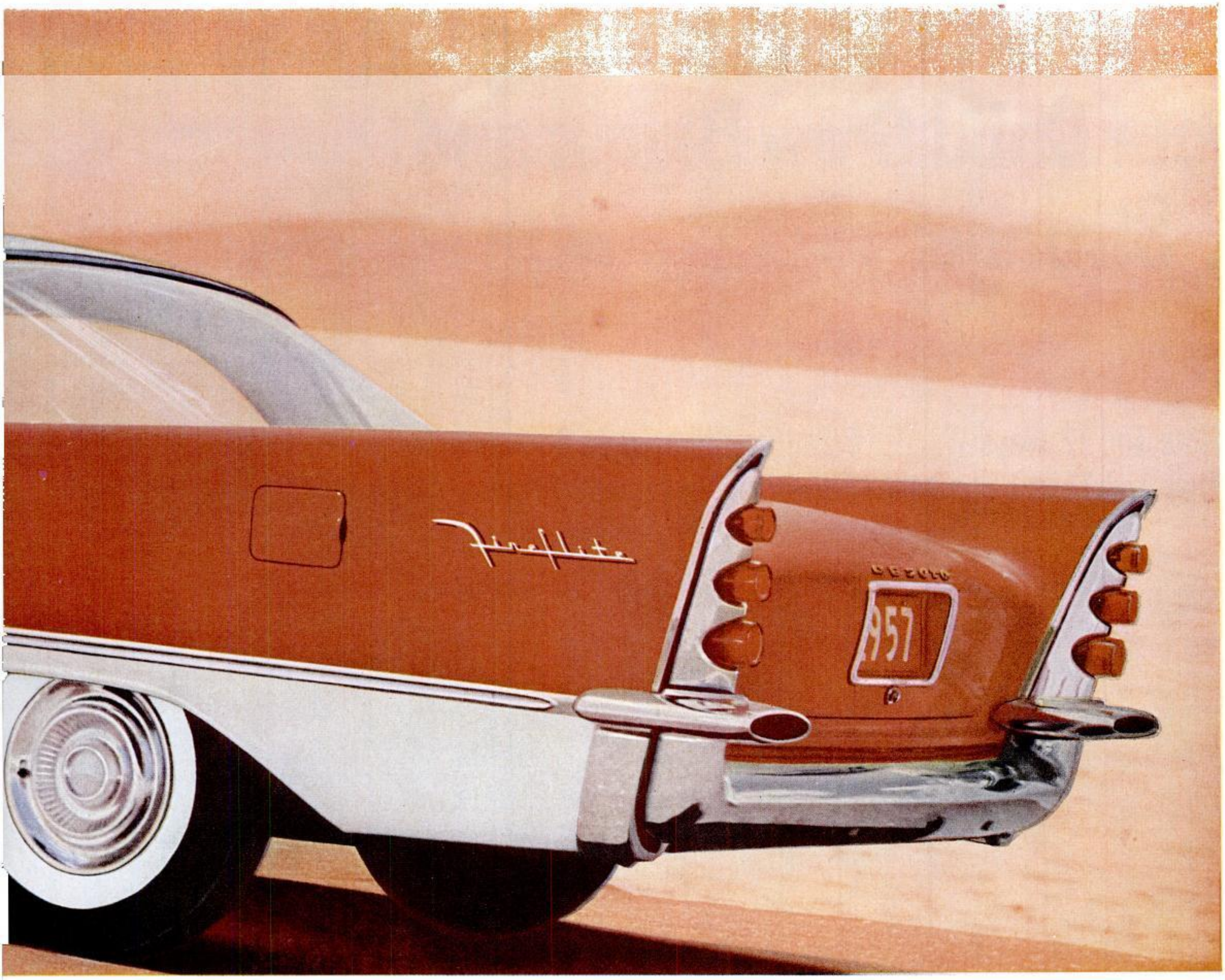
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Wonder Bread contains 12 essential food elements that help your child grow normally.

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This does not suggest that Wonder Bread take the place of these other foods. Or that your child is deficient in any of these elements, particularly cobalt, copper, zinc and manganese.

However, the fact is Wonder Bread does contain each of the 12 food elements approximately in the amounts shown.

And, as leading nutrition specialists have pointed out, each one of the 12 is important in nutrition.

Thus, when you give Wonder Bread to your child, you know you are helping your child grow bigger and stronger 12 ways.

This suggests that you do 3 things:

(1) Start your child eating 8 slices of Wonder Bread today.

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Fresh And Tender

You should have no trouble getting your child to eat plenty of Wonder Bread.

Because fresh Wonder Bread has a tender texture and crust; a mouth-watering aroma. And—Wonder Bread makes perfect toast.

Get Wonder Bread fresh from your grocer today.

And start helping your child grow bigger and stronger 12 ways.

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*And A Sandwich Daily Supply:**

1. MUSCLE. As much Protein as a serving of roast sirloin of beef.

2. BONES AND TEETH. As much Calcium for bones and teeth as in a helping of cottage cheese.

3. BODY CELLS. As much Phosphorus for cell metabolism as 1 egg.

4. BLOOD. As much Iron for rich red blood as found in 3 lamb chops.

5. APPETITE. As much Vitamin B_1 to help maintain appetite as supplied by a serving of fried liver.

6. GROWTH. As much Vitamin B_2 for growth processes as 3 slices of yellow American cheese.

7. BRAIN. As much Niacin to help maintain mental health as 6 sardines.

8. ENERGY. As much Energy as supplied by the carbohydrates, fat and protein of 2 glasses of milk.

9. RED CELLS. As much Copper for hemoglobin generation as 1 banana.

10. VITAMIN B_{12}. As much Cobalt for B_{12} synthesis as 1 serving of green peas.

11. PROTEIN DIGESTION. As much Manganese to aid enzyme activity for protein digestion as a liberal serving of lettuce.

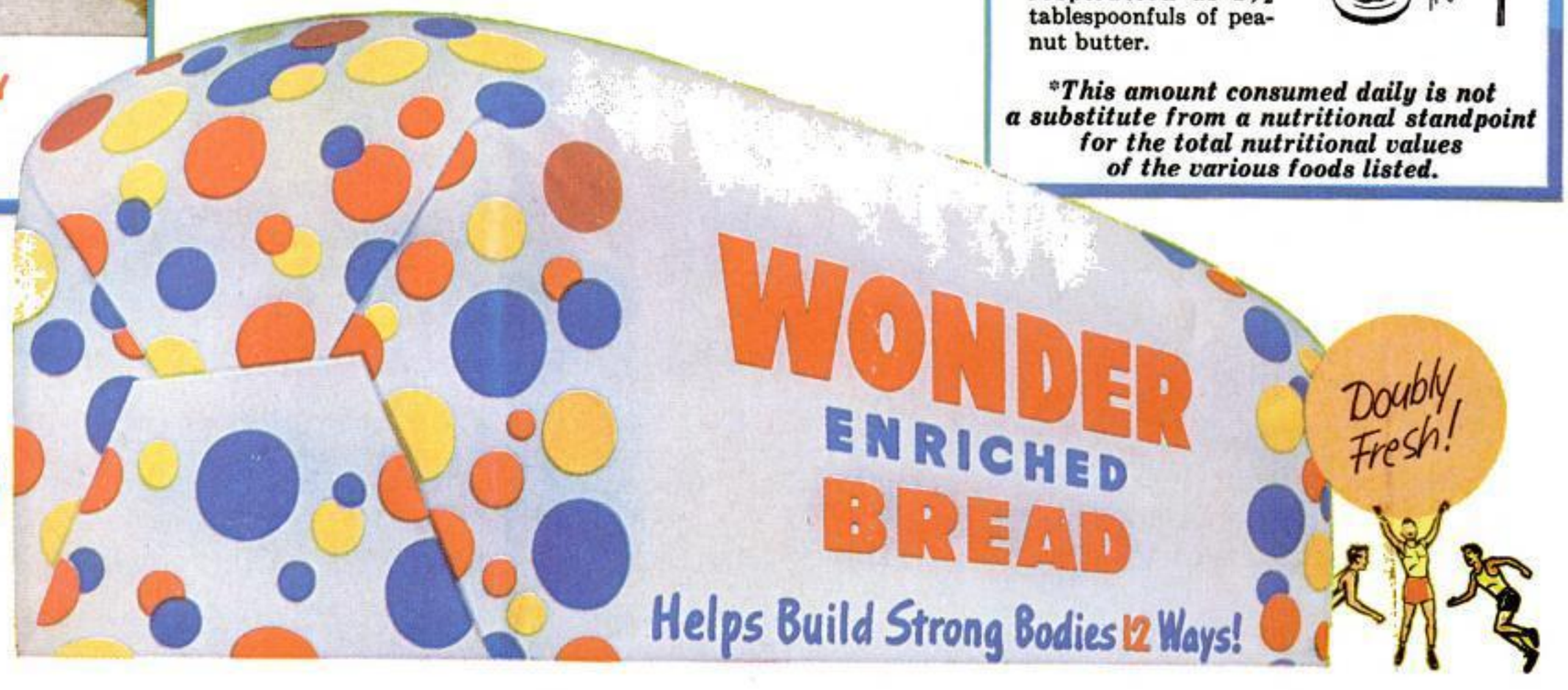
12. TISSUE RESPIRATION. As much Zinc for enzyme formation to aid tissue respiration as 2½ tablespoonfuls of peanut butter.

**This amount consumed daily is not a substitute from a nutritional standpoint for the total nutritional values of the various foods listed.*

ALSO SERVE WONDER BUNS AND WONDER BROWN 'N SERVE ROLLS







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SCIENTIFIC FINDINGS ON THE TRIP

The main scientific purpose of *Varua*'s long trip was to find out what type of a disease called filariasis exists on the islands *Varua* visited. One form of filariasis is found almost exclusively in regions inhabited by Polynesian people and, reportedly, in certain parts of Indochina where the tribal language closely resembles Polynesian. By taking blood samples from the natives, Dr. Bonnet (*right*) hoped to discover whether those islanders on *Varua*'s route who linguistically seem to be Polynesians also have this peculiar type of filariasis.



BONNET works in his shipboard laboratory.

Because many primitive people consider blood virtually sacred, Bonnet never was sure whether he would be welcomed or shunned when he asked for blood samples. To help on Santa Cruz, where strong tradition might make trouble for him, he carried a letter of introduction from an acting district officer, written in pidgin English.

"To Headman Sala,Venga Village, Santa Cruz:

These men who come along sail ship wish to look along altogether boy for look him what make him boy sick too much. One man he Doctor and he want you to let him take little bit blood along any sick boy . . . because he want to look if any fever or any sickness he stop along boy. He want to do this eight times one day. Government say we must all help these men because these men all want help boys too much. I will be happy too much if you will help them to find out about all this sickness along these islands. . . .

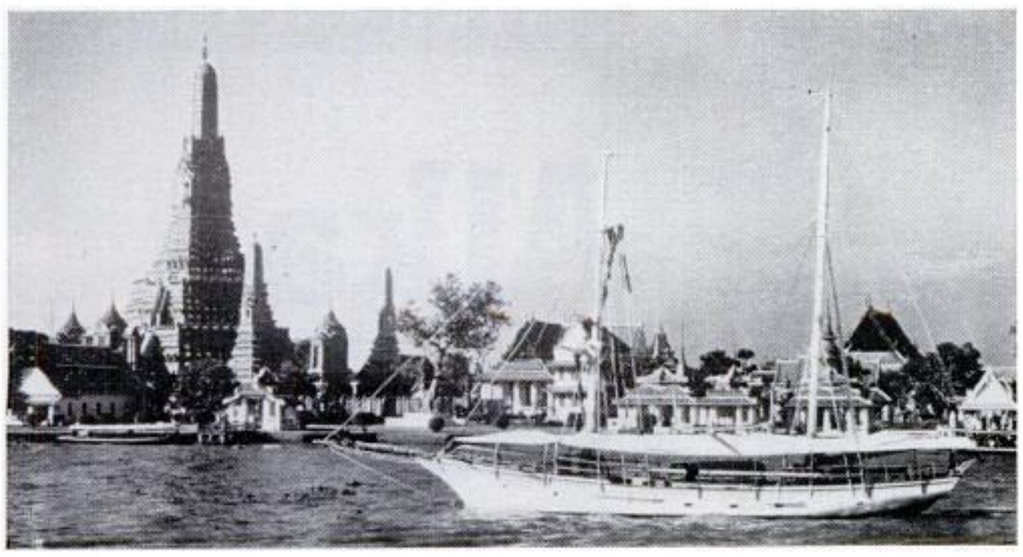
Your friend, L. W. Filewood"

When this was read to Headman Sala, he offered his own blood and that of his villagers and even looked into Bonnet's microscope.

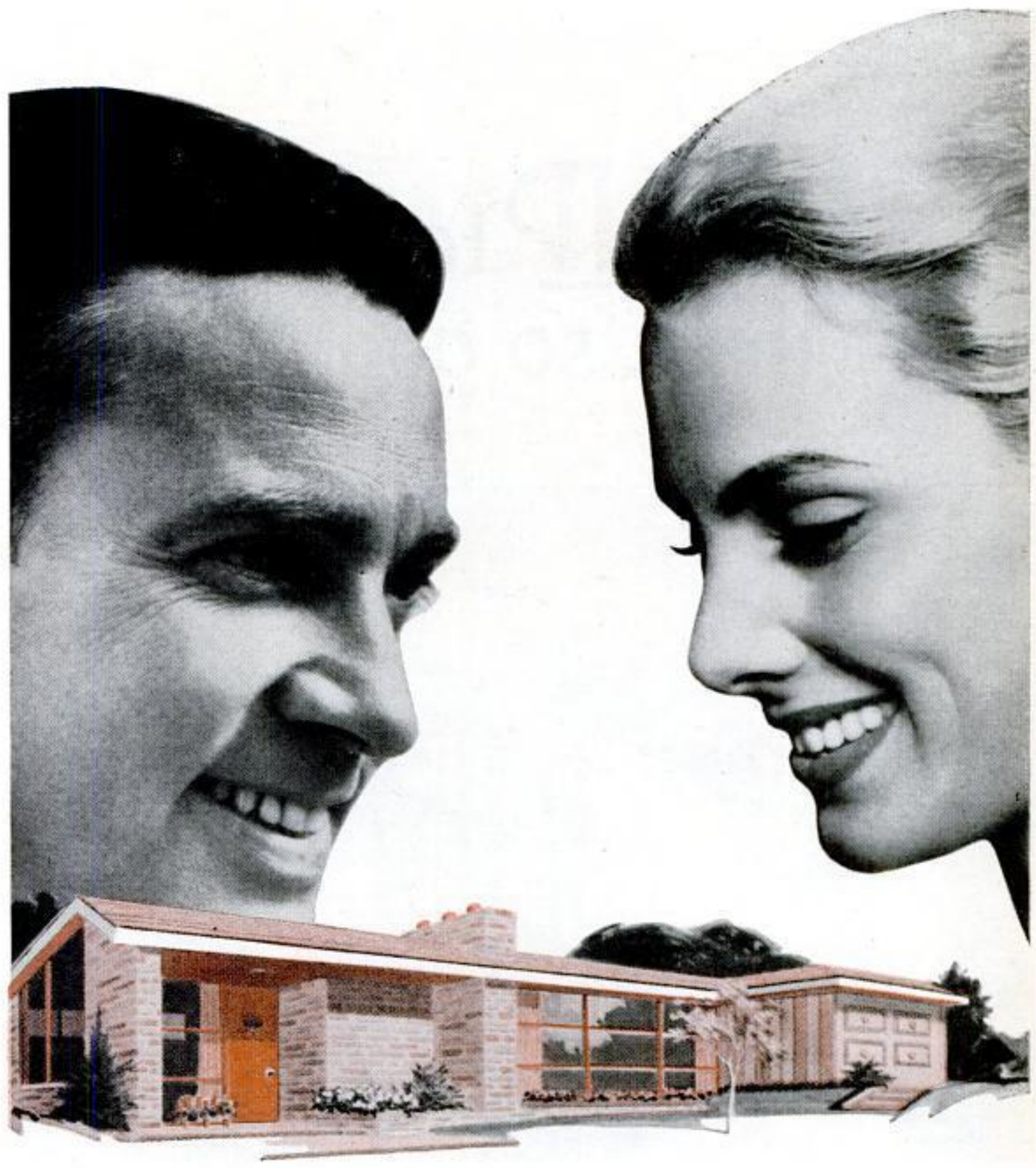
Though not yet completed, Bonnet's research indicates that on the whole the so-called "Polynesian type" of filariasis exists on the chain of islands the expedition studied, a clue to the possible ancient ties between Polynesia and southeast Asia.

Other clues were found in the artifacts collected for the Peabody Museum by Photographer Eliot Elisofon. On Tikopia, Sikaiana and Ontong Java, Elisofon found fishhooks fashioned from mother-of-pearl in a Polynesian manner. Huge adzes on the Reef Islands are made in Polynesian style from the shell of the giant clam. Tikopians use Polynesian-type three-legged "stools" and boat-shaped bowls.

Varua's skipper, William Albert Robinson, who is also an author (*10,000 Leagues over the Sea* and *To the Great Southern Sea*), started a new book about the journey when he arrived in Bangkok. From there, as a supplement to the voyage, he plans to sail upriver in Indochina, where, according to his views, the Polynesians may have originated.



JOURNEY'S END finds *Varua* anchored opposite the pinnacles of Wat Arun temple in Bangkok after a monsoon-tossed crossing of the South China Sea which brought the 9,000-mile voyage to a stormy end.



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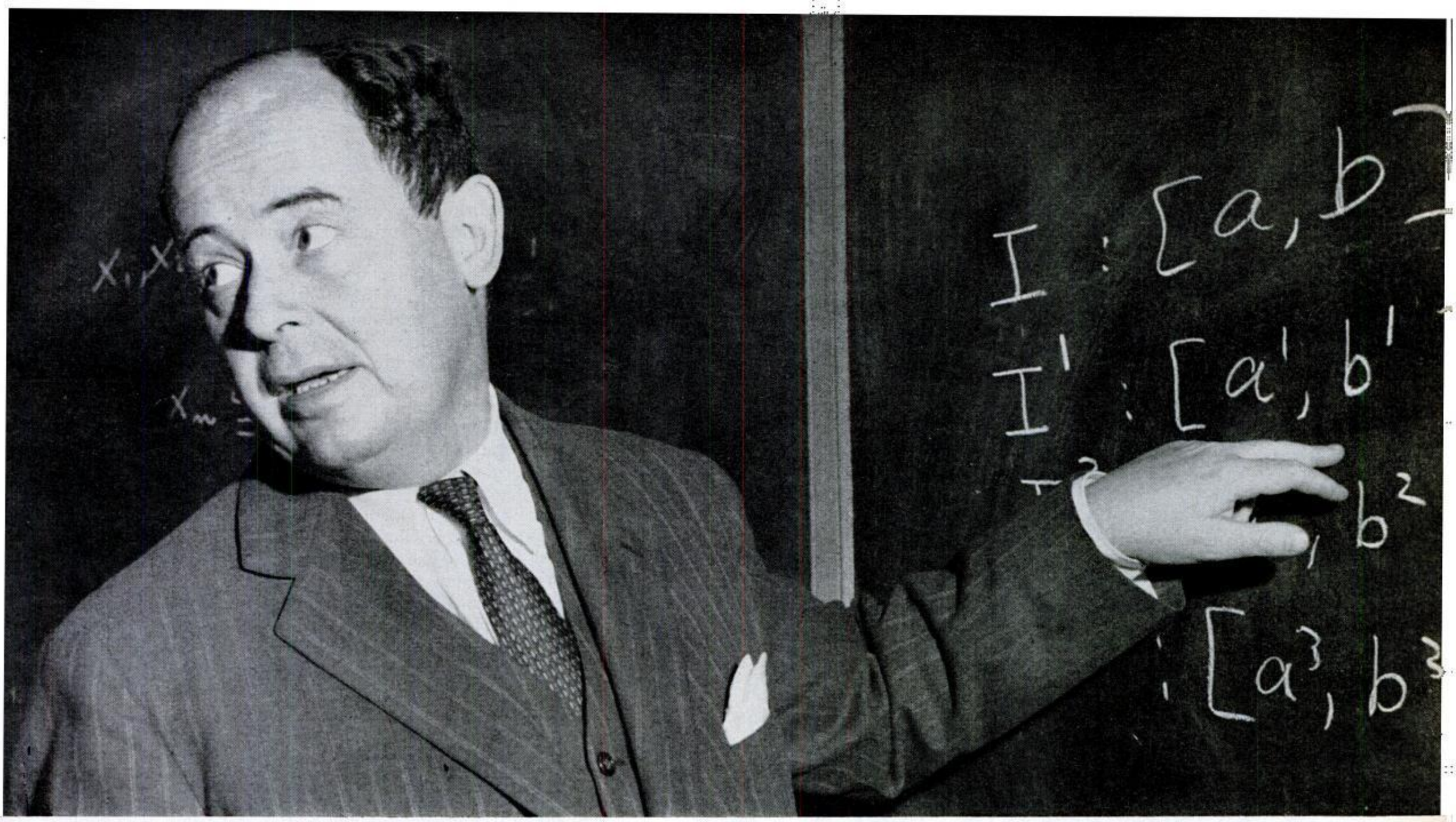
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IMPARTING HIS MATHEMATICAL INSIGHT TO STUDENTS, VON NEUMANN FILLS BLACKBOARD WITH SYMBOLS AS HE OUTLINES THE SOLUTION OF A PROBLEM

Passing of a Great Mind

JOHN VON NEUMANN, A BRILLIANT, JOVIAL MATHEMATICIAN, WAS A PRODIGIOUS SERVANT OF SCIENCE AND HIS COUNTRY

by CLAY BLAIR JR.

THE world lost one of its greatest scientists when Professor John von Neumann, 53, died this month of cancer in Washington, D.C. His death, like his life's work, passed almost unnoticed by the public. But scientists throughout the free world regarded it as a tragic loss. They knew that Von Neumann's brilliant mind had not only advanced his own special field, pure mathematics, but had also helped put the West in an immeasurably stronger position in the nuclear arms race. Before he was 30 he had established himself as one of the world's foremost mathematicians. In World War II he was the principal discoverer of the implosion method, the secret of the atomic bomb.

The government officials and scientists who attended the requiem mass at the Walter Reed Hospital chapel last week were there not merely in recognition of his vast contributions to science, but also to pay personal tribute to a warm and delightful personality and a selfless servant of his country.

For more than a year Von Neumann had known he was going to die. But until the illness was far advanced he continued to devote himself to serving the government as a member of the Atomic Energy Commission, to which he was appointed in 1954. A telephone by his bed connected directly with his AEC office. On several occasions he was taken downtown in a limousine to attend commission meetings in a wheelchair. At Walter Reed, where he was moved early last spring, an Air Force officer, Lieut. Colonel Vincent Ford, worked full time assisting him. Eight airmen, all cleared for top secret material, were assigned to help on a 24-hour basis. His work for the Air Force and other government departments continued. Cabinet members and military officials continually came for his advice, and on one occasion Secretary of Defense Charles Wilson, Air Force Secretary Donald Quarles and most of the top Air Force brass gathered in Von Neumann's suite to consult his judgment while there was still time. So relentlessly did Von Neumann pursue his official duties that he risked neglecting the treatise which was to form the capstone of his work on the scientific specialty, computing machines, to which he had devoted many recent years.



SMALL CHAPEL of Walter Reed Hospital provided unprepossessing setting for scientist's funeral. Next day Von Neumann was buried at Princeton.

His fellow scientists, however, did not need any further evidence of Von Neumann's rank as a scientist—or his assured place in history. They knew that during World War II at Los Alamos Von Neumann's development of the idea of implosion speeded up the making of the atomic bomb by at least a full year. His later work with electronic computers quickened U.S. development of the H-bomb by months. The chief designer of the H-bomb, Physicist

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Edward Teller, once said with wry humor that Von Neumann was "one of those rare mathematicians who could descend to the level of the physicist." Many theoretical physicists admit that they learned more from Von Neumann in methods of scientific thinking than from any of their colleagues. Hans Bethe, who was director of the theoretical physics division at Los Alamos, says, "I have sometimes wondered whether a brain like Von Neumann's does not indicate a species superior to that of man."

The foremost authority on computing machines in the U.S., Von Neumann was more than anyone else responsible for the increased use of electronic "brains" in government and industry. The machine he called MANIAC (mathematical analyzer, numerical integrator and computer), which he built at the Institute for Advanced Study in Princeton, N.J., was the prototype for most of the advanced calculating machines now in use. Another machine, NORC, which he built for the Navy, can deliver a full day's weather prediction in a few minutes. The principal adviser to the U.S. Air Force on nuclear weapons, Von Neumann was the most influential scientific force behind the U.S. decision to embark on accelerated production of intercontinental ballistic missiles. His "theory of games," outlined in a book which he published in 1944 in collaboration with Economist Oskar Morgenstern, opened up an entirely new branch of mathematics. Analyzing the mathematical probabilities behind games of chance, Von Neumann went on to formulate a mathematical approach to such widespread fields as economics, sociology and even military strategy. His contributions to the quantum theory, the theory which explains the emission and absorption of energy in atoms and the one on which all atomic and nuclear physics are based, were set forth in a work entitled *Mathematical Foundations of Quantum Mechanics* which he wrote at the age of 23. It is today one of the cornerstones of this highly specialized branch of mathematical thought.



IN TEENS Von Neumann was a student in Budapest.

For Von Neumann the road to success was a many-laned highway with little traffic and no speed limit. He was born in 1903 in Budapest and was of the same generation of Hungarian physicists as Edward Teller, Leo Szilard and Eugene Wigner, all of whom later worked on atomic energy development for the U.S.

The eldest of three sons of a well-to-do Jewish financier who had been decorated by the Emperor Franz Josef, John von Neumann grew up in a society which placed a premium on intellectual achievement. At the age of 6 he was able to divide two eight-digit numbers in his head. By the age of 8 he had mastered college calculus and as a trick could memorize on sight a column in a telephone book and repeat back the names, addresses and numbers. History was only a "hobby," but by the outbreak of World War I, when he was 10, his photographic mind had absorbed most of the contents of the 46-volume works edited by the German historian Oncken and he could—and did—discuss military and political strategy with a sophistication that startled his elders.

Despite his obvious technical ability, as a young man Von Neumann wanted to follow his father's financial career, but he was soon dissuaded. Under a kind of supertutor, a first-rank mathematician at the University of Budapest named Leopold Fejer, Von Neumann was steered into the academic world. At 21 he received two degrees—one in chemical engineering at Zurich and a Ph.D. in mathematics from the University of Budapest. The following year, 1926, as Admiral Horthy's rightist regime had been repressing Hungarian Jews, he moved to Gottingen, Germany, then the mathematical center of the world. It was there that he published his major work on quantum mechanics.

The young professor

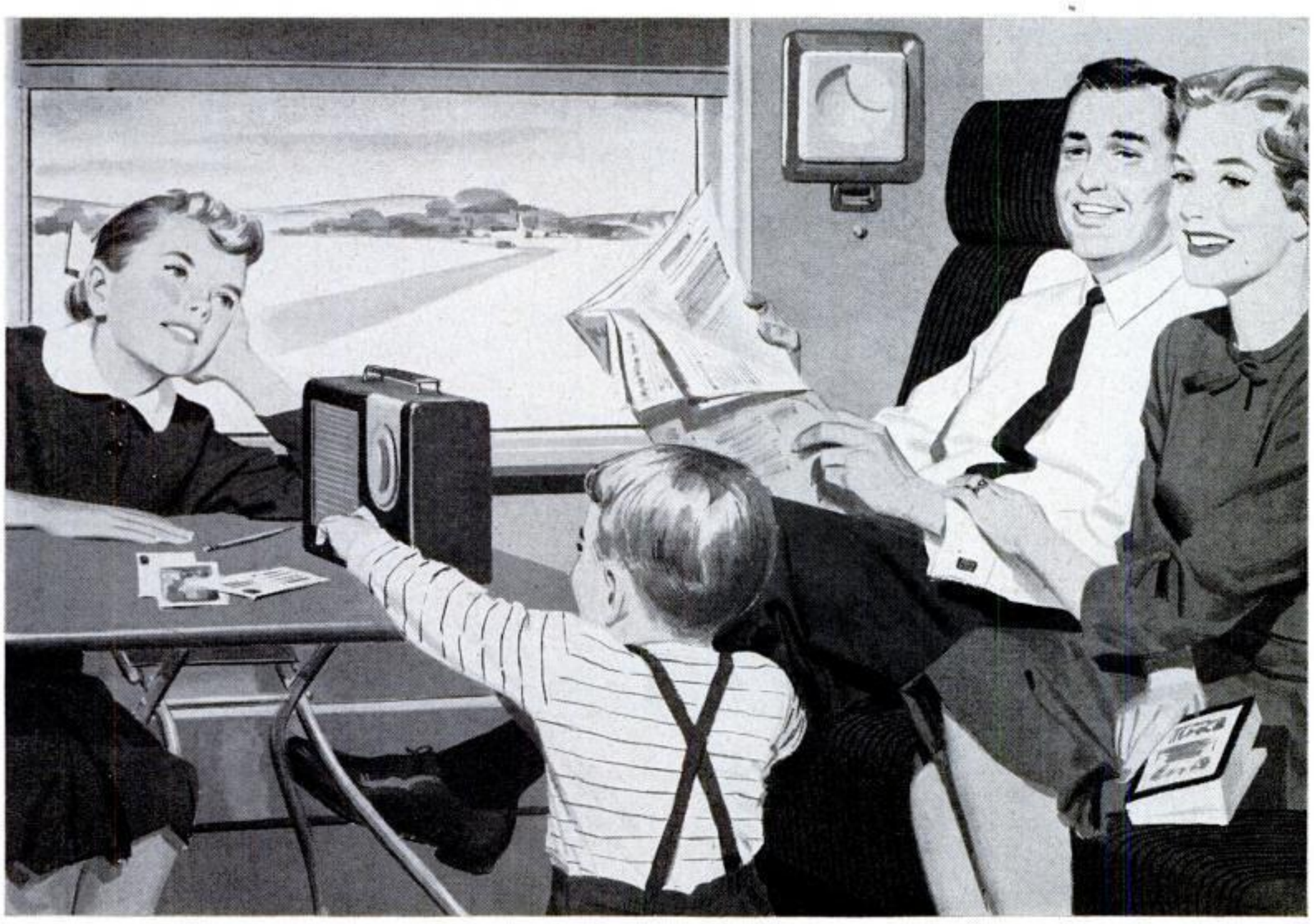
HIS fame now spreading, Von Neumann at 23 qualified as a *Privatdozent* (lecturer) at the University of Berlin, one of the youngest in the school's history. But the Nazis had already begun their march to power. In 1929 Von Neumann accepted a visiting lectureship at Princeton University and in 1930, at the age of 26, he took a job there as professor of mathematical physics—after a quick trip to Budapest to marry a vivacious 18-year-old named Mariette Kovesi. Three years later, when the Institute for Advanced Study was founded at Princeton, Von Neumann was appointed—as was Albert Einstein—to be one of its first full professors. "He

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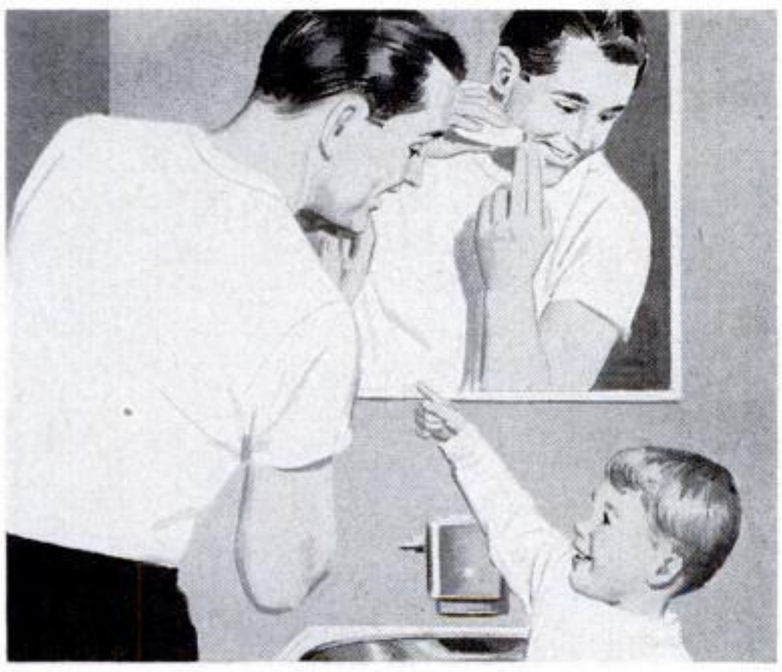




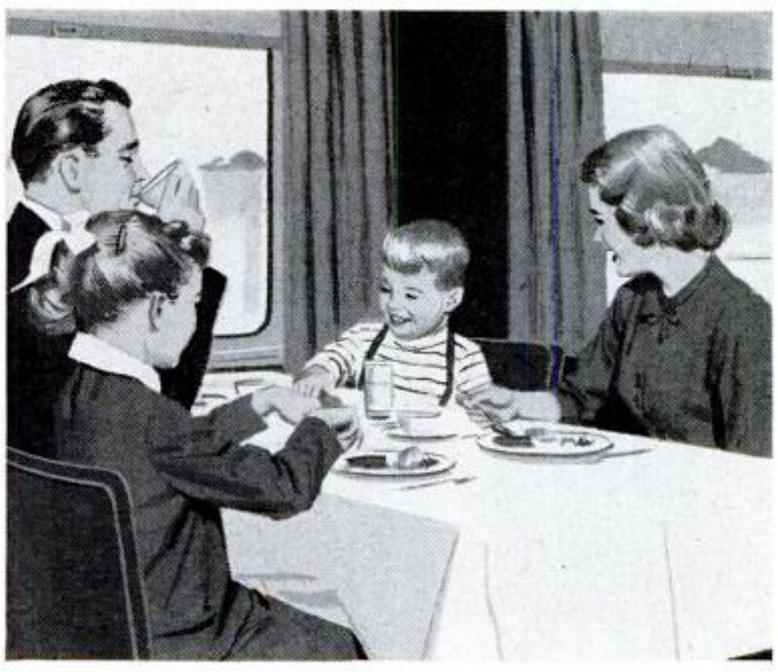
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TALKING SHOP with graduate members, Von Neumann frequently took time off from computer work to attend Institute's regular afternoon teas.

VON NEUMANN CONTINUED

was so young," a member of the institute recalls, "that most people who saw him in the halls mistook him for a graduate student."

Although they worked near each other in the same building, Einstein and Von Neumann were not intimate, and because their approach to scientific matters was different they never formally collaborated. A member of the institute who worked side by side with both men in the early days recalls, "Einstein's mind was slow and contemplative. He would think about something for years. Johnny's mind was just the opposite. It was lightning quick—stunningly fast. If you gave him a problem he either solved it right away or not at all. If he had to think about it a long time and it bored him, his interest would begin to wander. And Johnny's mind would not shine unless whatever he was working on had his undivided attention." But the problems he did care about, such as his "theory of games," absorbed him for much longer periods.

'Proof by erasure'

PARTLY because of this quicksilver quality Von Neumann was not an outstanding teacher to many of his students. But for the advanced students who could ascend to his level he was inspirational. His lectures were brilliant, although at times difficult to follow because of his way of erasing and rewriting dozens of formulae on the blackboard. In explaining mathematical problems Von Neumann would write his equations hurriedly, starting at the top of the blackboard and working down. When he reached the bottom, if the problem was unfinished, he would erase the top equations and start down again. By the time he had done this two or three times most other mathematicians would find themselves unable to keep track. On one such occasion a colleague at Princeton waited until Von Neumann had finished and said, "I see. Proof by erasure."

Von Neumann himself was perpetually interested in many fields unrelated to science. Several years ago his wife gave him a 21-volume Cambridge History set, and she is sure he memorized every name and fact in the books. "He is a major expert on all the royal family trees in Europe," a friend said once. "He can tell you who fell in love with whom, and why, what obscure cousin this or that czar married, how many illegitimate children he had and so on." One night during the Princeton days a world-famous expert on Byzantine history came to the Von Neumann house for a party. "Johnny and the professor got into a corner and began discussing some obscure facet," recalls a friend who was there. "Then an argument arose over a date. Johnny insisted it was this, the professor that. So Johnny said, 'Let's get the book.' They looked it up and Johnny was right. A few weeks later the professor was invited to the Von Neumann house again. He called Mrs. von Neumann and said jokingly, "I'll come if Johnny promises not to discuss Byzantine history. Everybody thinks I am the world's greatest expert in it and I want them to keep on thinking that."

Once a friend showed him an extremely complex problem and remarked that a certain famous mathematician had taken a whole week's journey across Russia on the Trans-Siberian Railroad to

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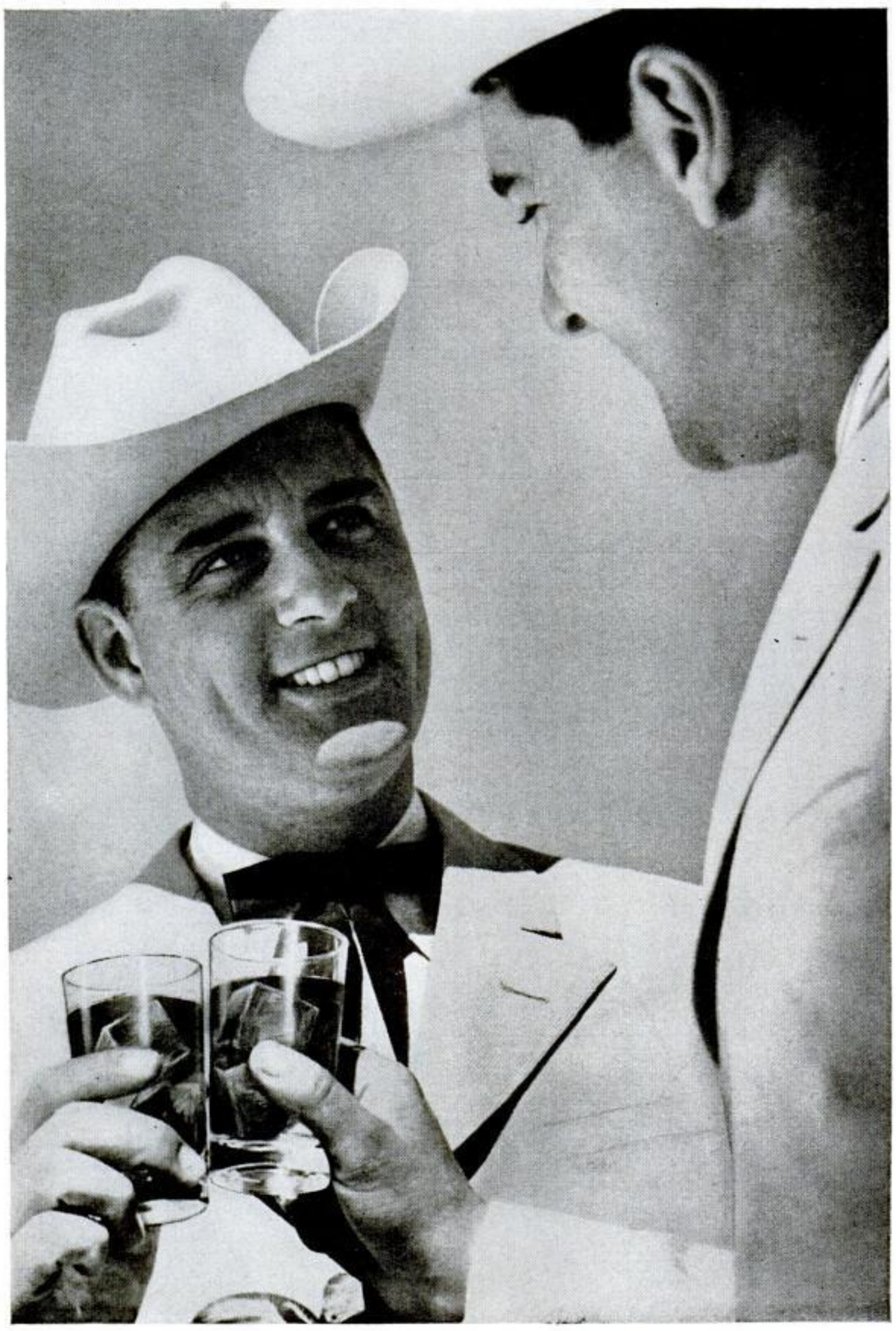
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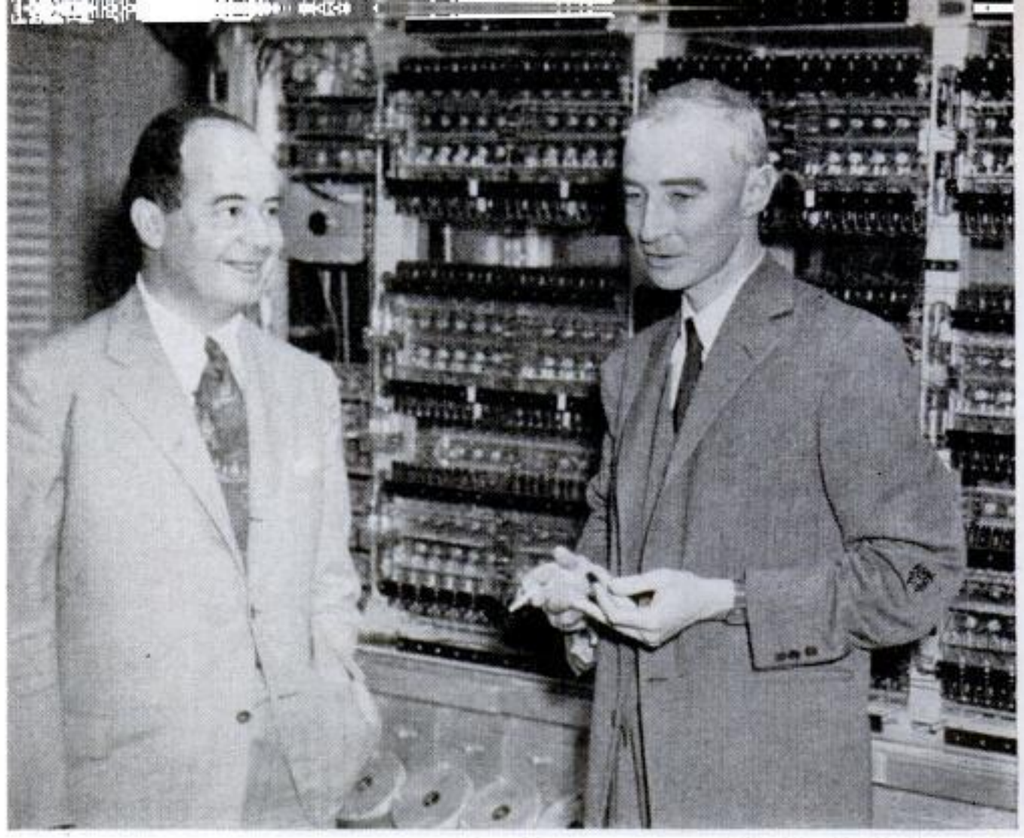


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WITH BOSS AND "MANIAC" Von Neumann stood beside J. Robert Oppenheimer, Institute director, at unveiling of computing machine. Full name of machine, which he spent six years developing, is mathematical analyzer, numerical integrator and computer. It can do 2,000 multiplications a second.

VON NEUMANN CONTINUED

complete it. Rushing for a train, Von Neumann took the problem along. Two days later the friend received an air-mail packet from Chicago. In it was a 50-page handwritten solution to the problem. Von Neumann had added a postcript: "Running time to Chicago: 15 hours, 26 minutes." To Von Neumann this was not an expression of vanity but of sheer delight—a hole in one.

During periods of intense intellectual concentration Von Neumann, like most of his professional colleagues, was lost in preoccupation, and the real world spun on past him. He would sometimes interrupt a trip to put through a telephone call to find out why he had taken the trip in the first place.

Von Neumann believed that concentration alone was insufficient for solving some of the most difficult mathematical problems and that these are solved in the subconscious. He would often go to sleep with a problem unsolved, wake up in the morning and scribble the answer on a pad he kept on the bedside table. It was a common occurrence for him to begin scribbling with pencil and paper in the midst of a nightclub floor show or a lively party, "the noisier," his wife says, "the better." When his wife arranged a secluded study for Von Neumann on the third floor of their Princeton home, Von Neumann was furious. "He stormed downstairs," says Mrs. von Neumann, "and demanded, 'What are you trying to do, keep me away from what's going on?' After that he did most of his work in the living room with my phonograph blaring."

His pride in his brain power made him easy prey to scientific jokesters. A friend once spent a week working out various steps in an obscure mathematical process. Accosting Von Neumann at a party he asked for help in solving the problem. After listening to it, Von Neumann leaned his plump frame against a door and stared blankly, his mind going through the necessary calculations. At each step in the process the friend would quickly put in, "Well, it comes out to this, doesn't it?" After several such interruptions Von Neumann became perturbed and when his friend "beat" him to the final answer he exploded in fury. "Johnny sulked for weeks," recalls the friend, "before he found out it was all a joke."

He did not look like a professor. He dressed so much like a Wall Street banker that a fellow scientist once said, "Johnny, why don't you smear some chalk dust on your coat so you look like the rest of us?" He loved to eat, especially rich sauces and desserts, and in later years was forced to diet rigidly. To him exercise was "nonsense."

Those lively Von Neumann parties

MOST card-playing bored him, although he was fascinated by the mathematical probabilities involved in poker and baccarat. He never cared for movies. "Every time we went," his wife recalls, "he would either go to sleep or do math problems in his head." When he could do neither he would break into violent coughing spells. What he truly loved, aside from work, was a good party. Residents of Princeton's quiet academic community can still recall the lively goings-on at the Von Neumanns' big, rambling house on Westcott Road. "Those old geniuses got downright approachable at the Von Neumanns'," a friend recalls. Von Neumann's talents as a host were based on his drinks, which were strong, his repertoire of off-color limericks, which was massive, and his social ease, which

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A RELUCTANT SPORTSMAN, Von Neumann scorned athletics by wearing a neat business suit on riding trip in Grand Canyon which he made in 1940.

VON NEUMANN CONTINUED

was consummate. Although he could rarely remember a name, Von Neumann would escort each new guest around the room, bowing punctiliously to cover up the fact that he was not using names in introducing people.

Von Neumann also had a passion for automobiles, not for tinkering with them but for driving them as if they were heavy tanks. He turned up with a new one every year at Princeton. "The way he drove, a car couldn't possibly last more than a year," a friend says. Von Neumann was regularly arrested for speeding and some of his wrecks became legendary. A Princeton crossroads was for a while known as "Von Neumann corner" because of the number of times the mathematician had cracked up there. He once emerged from a totally demolished car with this explanation: "I was proceeding down the road. The trees on the right were passing me in orderly fashion at 60 miles an hour. Suddenly one of them stepped out in my path. Boom!"

Mariette and John von Neumann had one child, Marina, born in 1935, who graduated from Radcliffe last June, *summa cum laude*, with the highest scholastic record in her class. In 1937, the year Von Neumann was elected to the National Academy of Sciences and became a naturalized citizen of the U.S., the marriage ended in divorce. The following year on a trip to Budapest he met and married Klara Dan, whom he subsequently trained to be an expert on electronic computing machines. The Von Neumann home in Princeton continued to be a center of gaiety as well as a hotel for prominent intellectual transients.

In the late 1930s Von Neumann began to receive a new type of visitor at Princeton: the military scientist and engineer. After he had handled a number of jobs for the Navy in ballistics and anti-submarine warfare, word of his talents spread, and Army Ordnance began using him more and more as a consultant at its Aberdeen Proving Ground in Maryland. As war drew nearer this kind of work took up more and more of his time.

During World War II he roved between Washington, where he had established a temporary residence, England, Los Alamos and other defense installations. When scientific groups heard Von Neumann was coming, they would set up all of their advanced mathematical problems like ducks in a shooting gallery. Then he would arrive and systematically topple them over.

After the Axis had been destroyed, Von Neumann urged that the U.S. immediately build even more powerful atomic weapons and use them before the Soviets could develop nuclear weapons of their own. It was not an emotional crusade, Von Neumann, like others, had coldly reasoned that the world had grown too small to permit nations to conduct their affairs independently of one another. He held that world government was inevitable—and the sooner the better. But he also believed it could never be established while Soviet Communism dominated half of the globe. A famous Von Neumann observation at that time: "With the Russians it is not a question of whether but when." A hard-boiled strategist, he was one of the few scientists to advocate preventive war, and in 1950 he was remarking, "If you say why not bomb them tomorrow, I say why not today? If you say today at 5 o'clock, I say why not 1 o'clock?"

In late 1949, after the Russians had exploded their first atomic bomb and the U.S. scientific community was split over whether or

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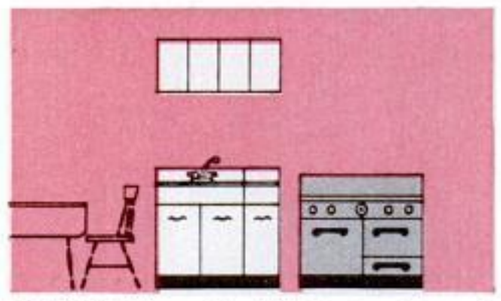
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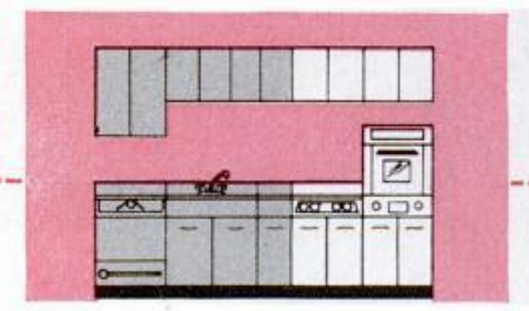
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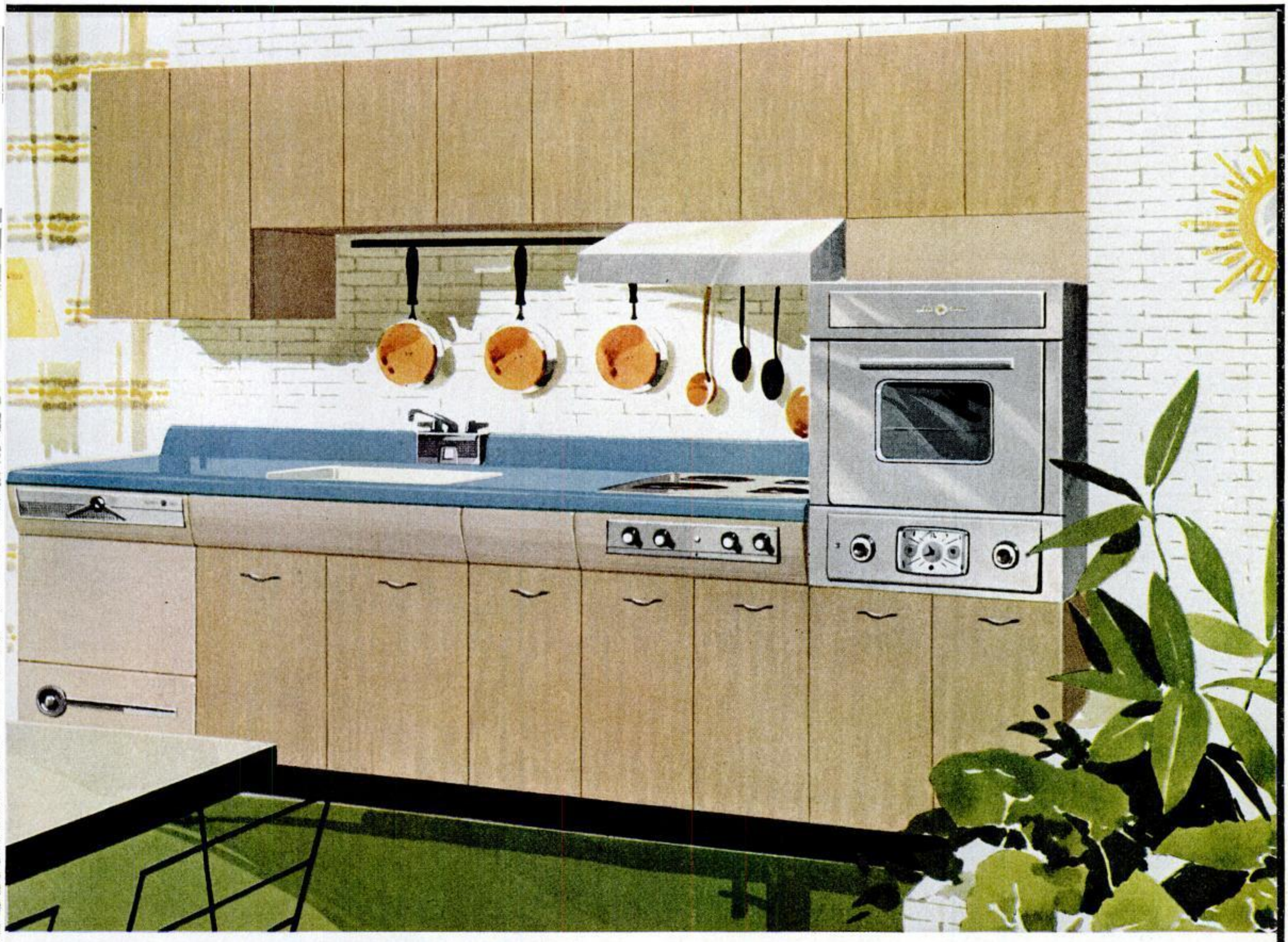


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WITH HIS WIFE, Klara, Von Neumann stood outside their Princeton home just after he was named to AEC. Dog has mathematical name, Inverse.

VON NEUMANN CONTINUED

not the U.S. should build a hydrogen bomb, Von Neumann reduced the argument to: "It is not a question of whether we build it or not, but when do we start calculating?" While the H-bomb controversy raged, Von Neumann slipped quietly out to Los Alamos, took a desk and began work on the first mathematical steps toward building the weapon, specifically deciding which computations would be fed to which electronic computers.

Von Neumann's principal interest in the postwar years was electronic computing machines, and his advice on computers was in demand almost everywhere. One day he was urgently summoned to the offices of the Rand Corporation, a government-sponsored scientific research organization in Santa Monica, Calif. Rand scientists had come up with a problem so complex that the electronic computers then in existence seemingly could not handle it. The scientists wanted Von Neumann to invent a new kind of computer. After listening to the scientists expound, Von Neumann broke in: "Well, gentlemen, suppose you tell me exactly what the *problem* is?"

For the next two hours the men at Rand lectured, scribbled on blackboards, and brought charts and tables back and forth. Von Neumann sat with his head buried in his hands. When the presentation was completed, he scribbled on a pad, stared so blankly that a Rand scientist later said he looked as if "his mind had slipped his face out of gear," then said, "Gentlemen, you do not need the computer. I have the answer."

While the scientists sat in stunned silence, Von Neumann reeled off the various steps which would provide the solution to the problem. Having risen to this routine challenge, Von Neumann followed up with a routine suggestion: "Let's go to lunch."

In 1954, when U.S. development of the intercontinental ballistic missile was dangerously bogged down, study groups under Von Neumann's direction began paving the way for solution of the most baffling problems: guidance, miniaturization of components, heat resistance. In less than a year Von Neumann put his O.K. on the project—but not until he had completed a relentless investigation in his own dazzlingly fast style. One day, during an ICBM meeting on the West Coast, a physicist employed by an aircraft company approached Von Neumann with a detailed plan for one phase of the project. It consisted of a tome several hundred pages long on which the physicist had worked for eight months. Von Neumann took the book and flipped through the first several pages. Then he turned it over and began reading from back to front. He jotted down

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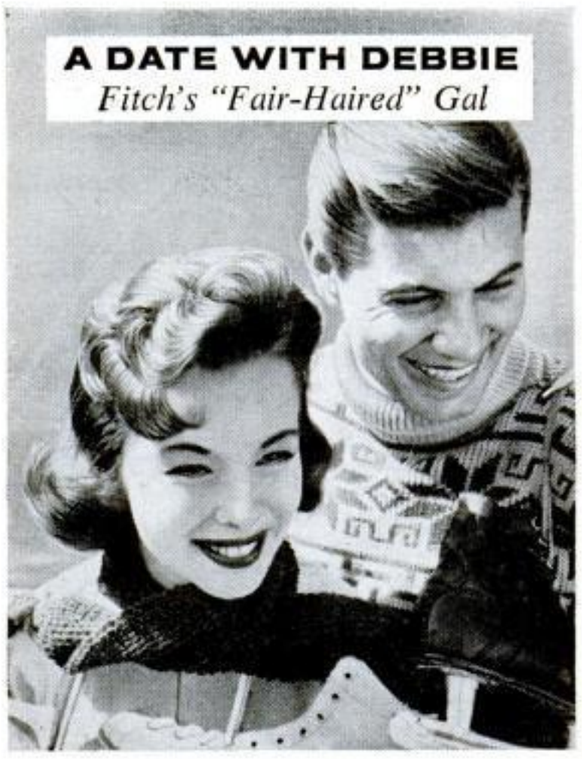


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LECTURING EXTEMPORANEOUSLY, Von Neumann discussed his work on computing machines before American Philosophical Society in 1954. He seldom used notes even when lecturing on the most abstruse subjects.

VON NEUMANN CONTINUED

a figure on a pad, then a second and a third. He looked out the window for several seconds, returned the book to the physicist and said, "It won't work." The physicist returned to his company. After two months of re-evaluation, he came to the same conclusion.

In October 1954 Eisenhower appointed Von Neumann to the Atomic Energy Commission. Von Neumann accepted, although the Air Force and the senators who confirmed him insisted that he retain his chairmanship of the Air Force ballistic missile panel.

Von Neumann had been on the new job only six months when the pain first struck in the left shoulder. After two examinations, the physicians at Bethesda Naval Hospital suspected cancer. Within a month Von Neumann was wheeled into surgery at the New England Deaconess Hospital in Boston. A leading pathologist, Dr. Shields Warren, examined the biopsy tissue and confirmed that the pain was a secondary cancer. Doctors began to race to discover the primary location. Several weeks later they found it in the prostate. Von Neumann, they agreed, did not have long to live.

When he heard the news Von Neumann called for Dr. Warren. He asked, "Now that this thing has come, how shall I spend the remainder of my life?"

"Well, Johnny," Warren said, "I would stay with the commission as long as you feel up to it. But at the same time I would say that if you have any important scientific papers—anything further scientifically to say—I would get started on it right away."

Von Neumann returned to Washington and resumed his busy schedule at the Atomic Energy Commission. To those who asked about his arm, which was in a sling, he muttered something about a broken collarbone. He continued to preside over the ballistic missile committee, and to receive an unending stream of visitors from Los Alamos, Livermore, the Rand Corporation, Princeton. Most of these men knew that Von Neumann was dying of cancer, but the subject was never mentioned.

Machines creating new machines

AFTER the last visitor had departed Von Neumann would retire to his second-floor study to work on the paper which he knew would be his last contribution to science. It was an attempt to formulate a concept shedding new light on the workings of the human brain. He believed that if such a concept could be stated with certainty, it would also be applicable to electronic computers and would permit man to make a major step forward in using these "automata." In principle, he reasoned, there was no reason why some day a machine might not be built which not only could perform most of the functions of the human brain but could actually reproduce itself, *i.e.*, create more supermachines like it. He proposed to present this paper at Yale, where he had been invited to give the 1956 Silliman Lectures.

As the weeks passed, work on the paper slowed. One evening, as Von Neumann and his wife were leaving a dinner party, he complained that he was "uncertain" about walking. Doctors furnished him with a wheelchair. But Von Neumann's world had begun to close in tight around him. He was seized by periods of overwhelming melancholy.

In April 1956 Von Neumann moved into Walter Reed Hospital for good. Honors were now coming from all directions. He was

CONTINUED

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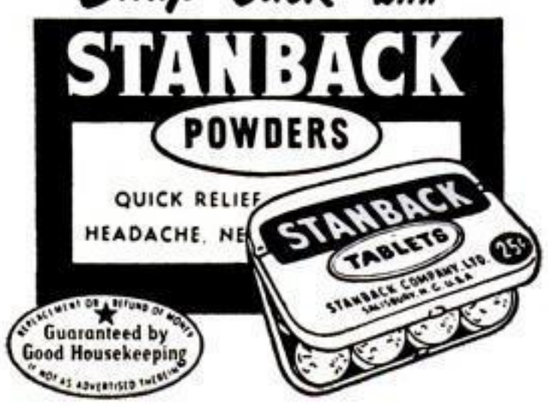
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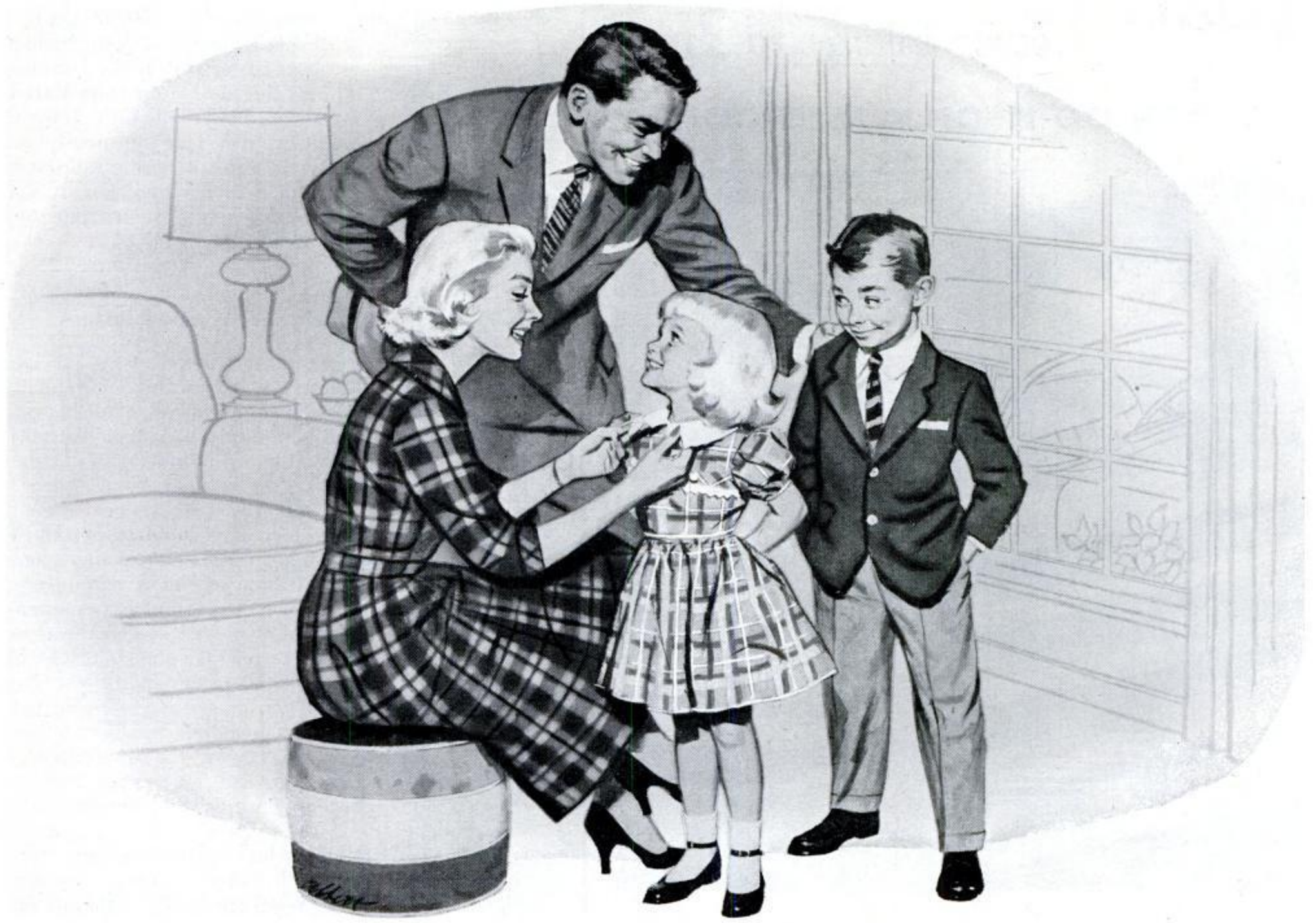
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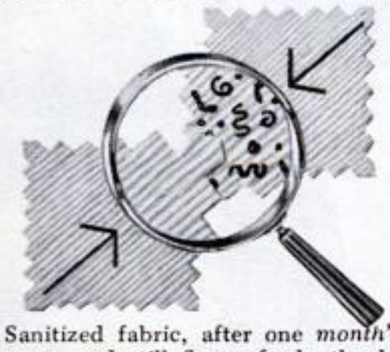
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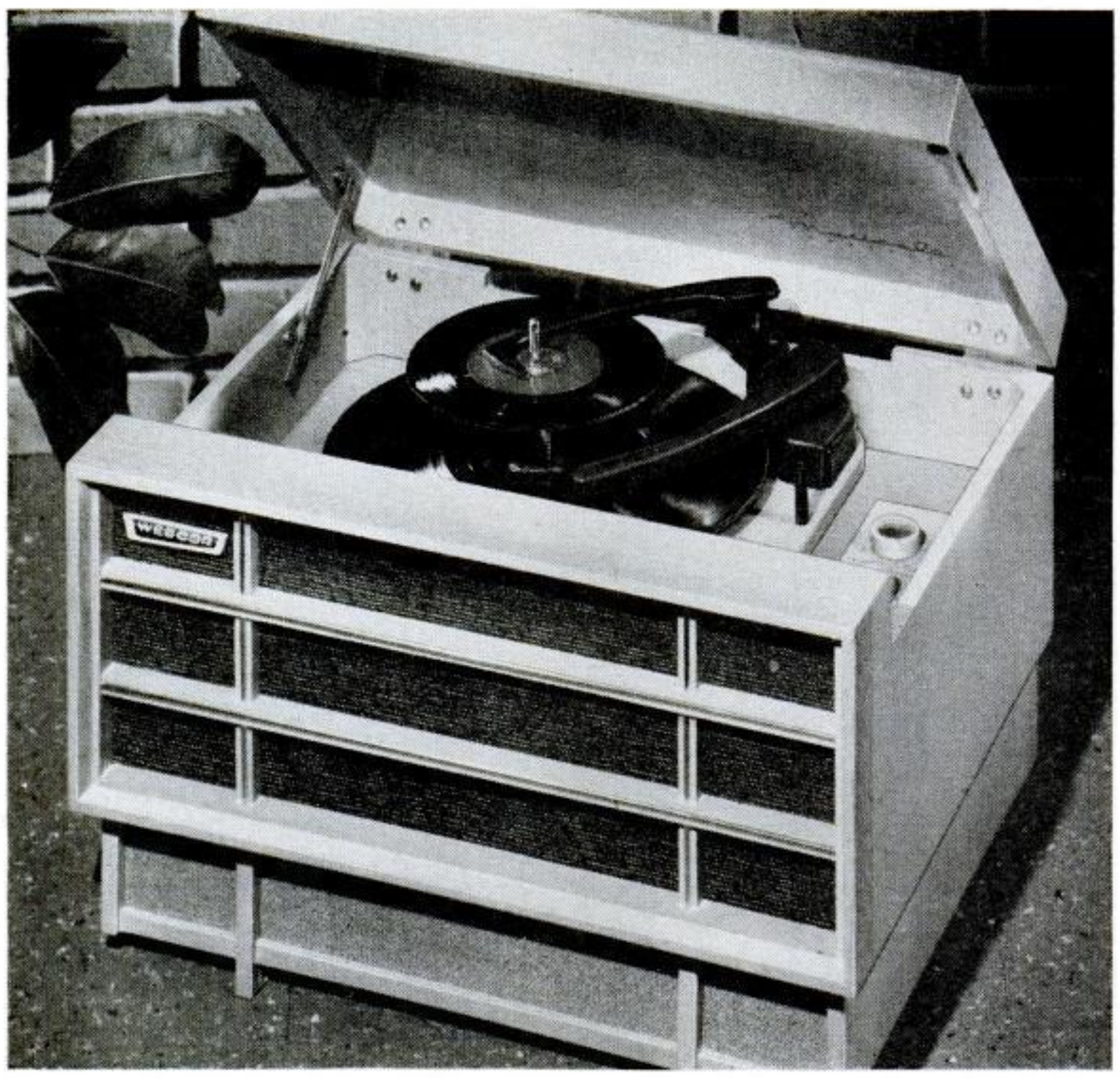
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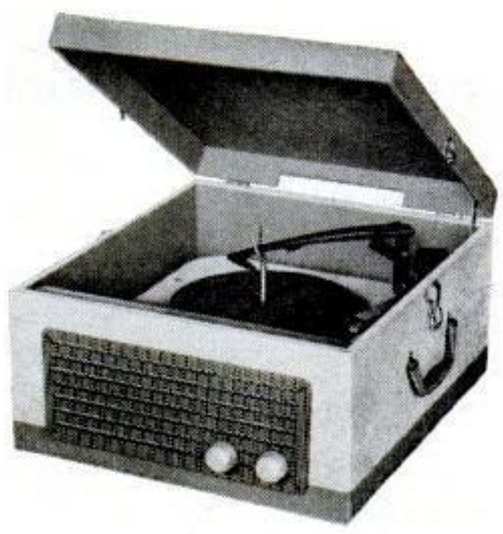
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awarded Yeshiva University's first Einstein prize. In a special White House ceremony President Eisenhower presented him with the Medal of Freedom. In April the AEC gave him the Enrico Fermi award for his contribution to the theory and design of computing machines, accompanied by a $50,000 tax-free grant.

Although born of Jewish parents, Von Neumann had never practised Judaism. After his arrival in the U.S. he had been baptized a Roman Catholic. But his divorce from Mariette had put him beyond the sacraments of the Catholic Church for almost 19 years. Now he felt an urge to return. One morning he said to Klara, "I want to see a priest." He added, "But he will have to be a special kind of priest, one that will be intellectually compatible." Arrangements were made for special instruction to be given by a Catholic scholar from Washington. After a few weeks Von Neumann began once again to receive the sacraments.

The great mind falters

TOWARD the end of May the seizures of melancholy began to occur more frequently. In June the doctors finally announced—though not to Von Neumann himself—that the cancer had begun to spread. The great mind began to falter. "At times he would discuss history, mathematics, or automata, and he could recall word for word conversations we had had 20 years ago," a friend says. "At other times he would scarcely recognize me." His family—Klara, two brothers, his mother and daughter Marina—drew close around him and arranged a schedule so that one of them would always be on hand. Visitors were more carefully screened. Drugs fortunately prevented Von Neumann from experiencing pain. Now and then his old gifts of memory were again revealed. One day in the fall his brother Mike read Goethe's *Faust* to him in German. Each time Mike paused to turn the page, Von Neumann recited from memory the first few lines of the following page.

One of his favorite companions was his mother Margaret von Neumann, 76 years old. In July the family in turn became concerned about her health, and it was suggested that she go to a hospital for a checkup. Two weeks later she died of cancer. "It was unbelievable," a friend says. "She kept on going right up to the very end and never let anyone know a thing. How she must have suffered to make her son's last days less worrisome." Lest the news shock Von Neumann fatally, elaborate precautions were taken to keep it from him. When he guessed the truth, he suffered a severe setback.

Von Neumann's body, which he had never given much thought to, went on serving him much longer than did his mind. Last summer the doctors had given him only three or four weeks to live. Months later, in October, his passing was again expected momentarily. But not until this month did his body give up. It was characteristic of the impatient, witty and incalculably brilliant John von Neumann that although he went on working for others until he could do no more, his own treatise on the workings of the brain—the work he thought would be his crowning achievement in his own name—was left unfinished.



HIGH HONOR was paid Von Neumann at White House a year ago when, in a wheelchair, he received Medal of Freedom from President Eisenhower. Citation said Von Neumann had "materially increased the scientific progress of this country in the armaments field." It was his last public appearance.

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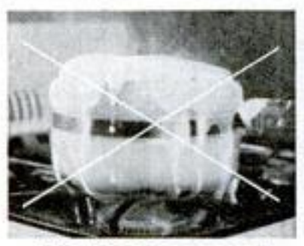
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Of course, your store will give you an exact estimate and they'll be happy to help you decide which carpet is best for you, both from a decorating and from a practical point of view.

So, if you're missing all the comfort, quiet, warmth, safety, beauty and easy care of carpet, don't delay. Start enjoying your new carpet now – and enjoy it for many years to come. Read the helpful information on these pages and then let your store help you select and buy the carpet you really want.



Which carpet do you prefer? Whatever kind of carpet you want, you can get today. Here are just eight of the hundreds of combinations in color, texture and style: the rose and pale green

How much do you think it costs to carpet a room like this?
As little as $6 to $10 a month is all it costs for a full, room-size rug and rug cushion. Wall-to-wall carpeting is only slightly higher.

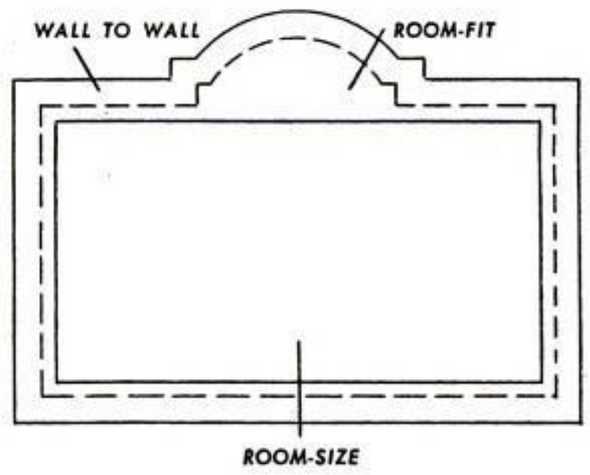


Now see how easy

1. Plan your needs

To decide on your carpet color and texture, consider the other colors you're using and the amount of wear your carpet will get. Then let your store help you choose.

2. Here are the three most modern ways to do your floors



Whether you choose wall-to-wall carpet, room-fit carpet or room-size rugs is a matter of your own taste. Room-fit carpet has all the luxurious appearance and the same ability to unify irregularly shaped rooms as wall-to-wall carpet. In addition, it allows a border, if you prefer to have some floor showing. Both room fit and wall-to-wall carpet are cut from standard widths of 9, 12, 15, and 18 feet. Room size rugs come in standard sizes such as 9 x 12 and 12 x 15.

Home means more with

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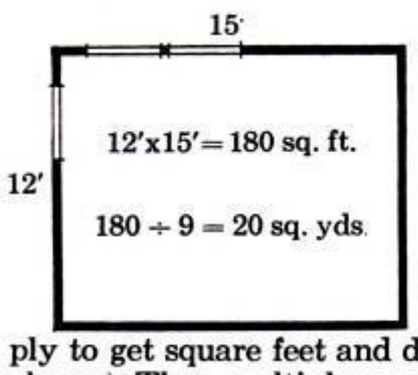
carpets at left are sculptured, the gold is a twist and the smoke grey and charcoal is a shaggy loop. Next is a floral, then a green lush cut pile, and a beige tone on tone. Finally, a black and white tweed.



Families with children love today's rugs and carpets— designed to hide temporary soil and footprints and so easy to care for. No scrubbing, waxing or polishing. And children need the deep, soft cushioning carpet provides — the blanket of warmth a rug or carpet spreads on all your floors. Their parents need the quieting hush carpet brings to active households. And — with carpet — the entire family gets slip-proof, skid-proof footing.

it is to buy carpet:

3. Here's how to measure your floor for carpet



Most people find it difficult to change square feet to square yards. Don't make the common mistake of dividing the total square feet in your room by 3 to get square yards. You'll overestimate the cost of your carpet three times. To get an idea of what your favorite carpet will cost to own, just measure the length and width of your room in feet. Then multiply to get square feet and divide by 9 to get square yards. (See diagram above.) Then multiply square yards times the cost per yard.

This will give you a reasonably accurate estimate of what your carpet will cost. Padding, and installation of wall-to-wall carpet, are extra.

Your store will be happy to take exact measurements which allow for any irregularities and quote you a complete price in advance — with no obligation to you.

4. How to choose the carpet that's best for you

When you're choosing your carpet, let your salesman help you. He's trained to know which types of carpet best serve your particular requirements. In addition, his decorating knowledge can be most useful in helping you decide the color and type that will do the most for your decorating plan. Most stores will come to your home with samples to let you select your carpet where it will be used. Take advantage of this service to make it easy for you and your family to choose the right carpet for you.

Enjoy your carpet while you pay for it—Today, your store can offer you the same kind of liberal payment terms on rugs and carpet that you find on washing machines, TV sets and automobiles. Most fine stores offer "up to 36 months to pay", with only a small down payment. Thousands of women are finding it amazingly easy to carpet their homes completely on today's payment plans. So you see, there's really no need for you to put off buying the rugs or carpet you'd love to have.

Get the answers to the questions you ask most about carpet — Find out why American-made carpet is your best buy, how to judge quality, which type is best for your family's needs. These and other questions women ask about carpet are fully explained in the Carpet Institute's new booklet, "How To Buy Your Rugs and Carpets Wisely." Send for your free copy. Fill out the coupon below and mail today.

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350 Fifth Avenue
New York 1, N. Y.

Gentlemen: Please send me my copy of "How To Buy Your Rugs and Carpets Wisely."

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Address_____

City and State_____

For your protection, be sure that the rug or carpet you buy is backed by the knowledge, the facilities and the integrity of an American manufacturer. Look for the label of:

Artloom • Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

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SUPER 88 HOLIDAY COUPÉ

Join the Fun! . . . IT'S EXCITING TO OWN AN OLDS!

SUPER 88

You've probably noticed how many of your friends and neighbors are enjoying a new fun-filled way of living. And heart-and-part of this new way of doing things is *owning an Oldsmobile!*

For only Oldsmobile features the new Accent Stripe —smart as the spank of a sail! Only Olds steps ahead to blend graceful new low-level body lines into a picture that puts the *accent on you!*

Only Olds owners enjoy the free-flight feeling that flows from the new Rocket Engine—alert, eager power when you need it, thrifty economy when you want it! Oldsmobile's sensational Super 88 is geared for super performance *in more ways than one!*

So, make your move now. Come in . . . we invite you to be our guest . . . aboard your favorite of the 17 Olds models for '57!

OLDSMOBILE

BE OUR GUEST . . . TAKE A ROCKET TEST! YOU'RE ALWAYS WELCOME AT YOUR OLDSMOBILE QUALITY DEALER'S!

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BURDENED BY LOVESICK WOMEN, THE GENERAL (RALPH RICHARDSON) HOLDS HIS SWEETHEART (MERIEL FORBES) WHILE SECRETARY HOLDS GENERAL'S WIFE

A Wry Comedy of an Old Lover

FRENCH PLAYWRIGHT HAS U.S. HIT

Until this season the foremost living French playwright, Jean Anouilh, never had a commercial success on Broadway. Last year his play, *The Lark*, was a U.S. hit but was more the work of Adapter Lillian Hellman than of Anouilh himself. Now at last, in his seventh Broadway show, *Waltz of the Toreadors*, Anouilh has concocted a dish for American taste.

Waltz owes much of its success to the brilliant acting of Sir Ralph Richardson. He is alternately majestic, ludicrous and tragic as a French general nagged by a bed-ridden wife who is so jealous, he says, "she would accuse me of deceiving her with a geranium." The general cherishes the memory of a lovely girl who once waltzed with him. She finally returns to his arms, but then falls in love with his callow young secretary. At this point the general faces up to himself as a ridiculous "aged youngster," and the play boils up with a mixture of hilarity and hopelessness that, in varying proportions, flavors almost all of Anouilh's works.



COMPARING PAUNCHES, the general boasts he is trimmer than his wife's doctor (John Abbott), while general's sweetheart (*right*) shyly hides her eyes.

CONTINUED

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FIX-IT TIPS
with "3-in-One" oil



Oil hinges and hangers with "3-in-ONE" oil. Comes in a heavy-duty grade to keep even the heaviest parts moving freely.



Put "3-in-ONE" oil on catches and hinges. Penetrates, frees things fast. And its *lubrication lasts* and *lasts.*



A sluggish sewing machine will run good as new when moving parts are oiled with "3-in-ONE." *Doesn't gum up.*



Coat the shovel with "3-in-ONE" oil. Snow won't stick—slides off easily. And shovel stays free from rust.

Keep things moving with

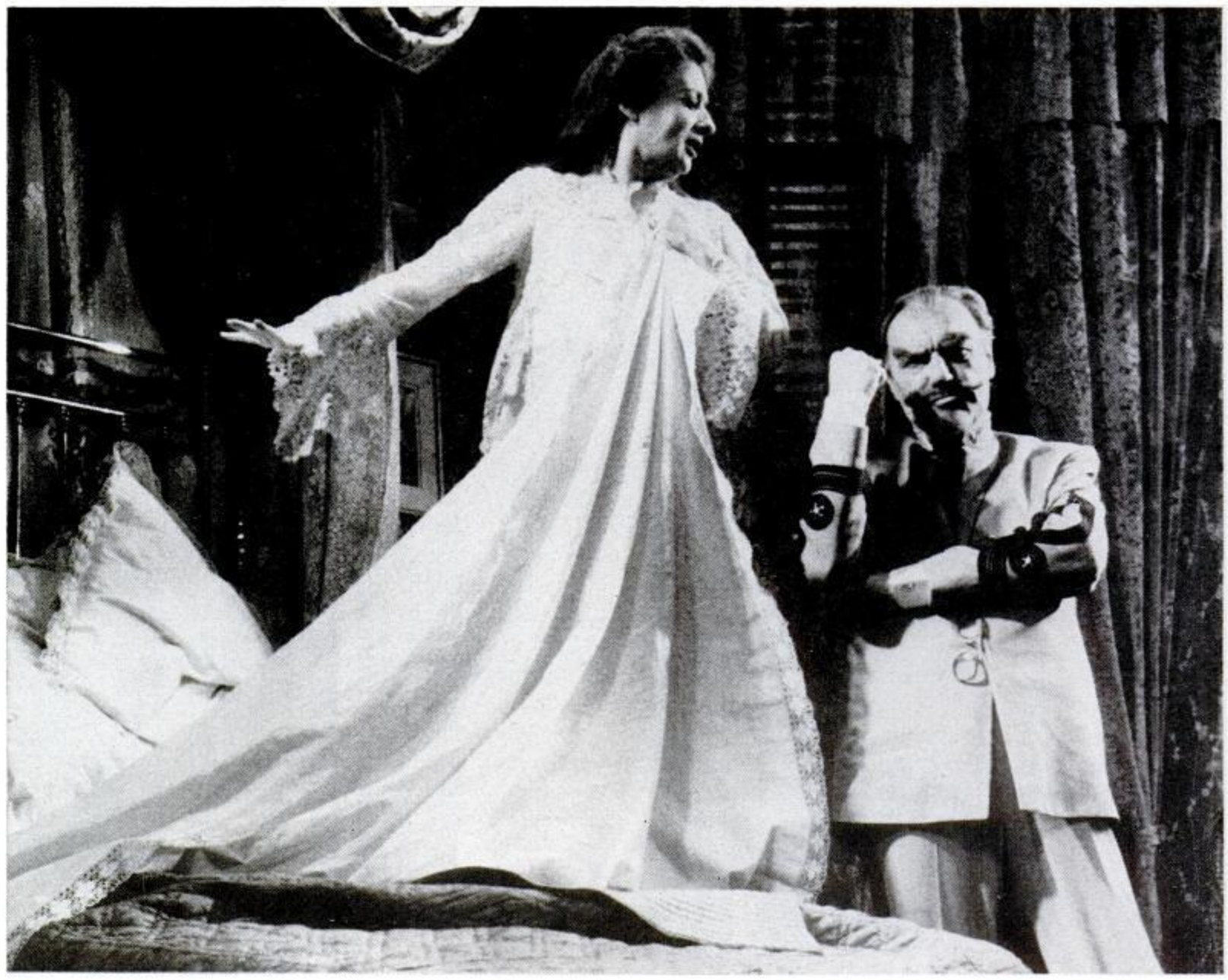
"3-IN-ONE" OIL

THE HORRORS OF A HENPECKED HUSBAND



WHINED AT by his invalid wife, who is both funny and horrifying as acted by Mildred Natwick, the general tries to write a letter. Says she, "Where were you just now in your head? With what woman?" He answers that his head is "the one spot where I can have a bit of peace." She threatens, "I shall get into it one day. I shall come upon you there when you least expect it and I shall kill you."

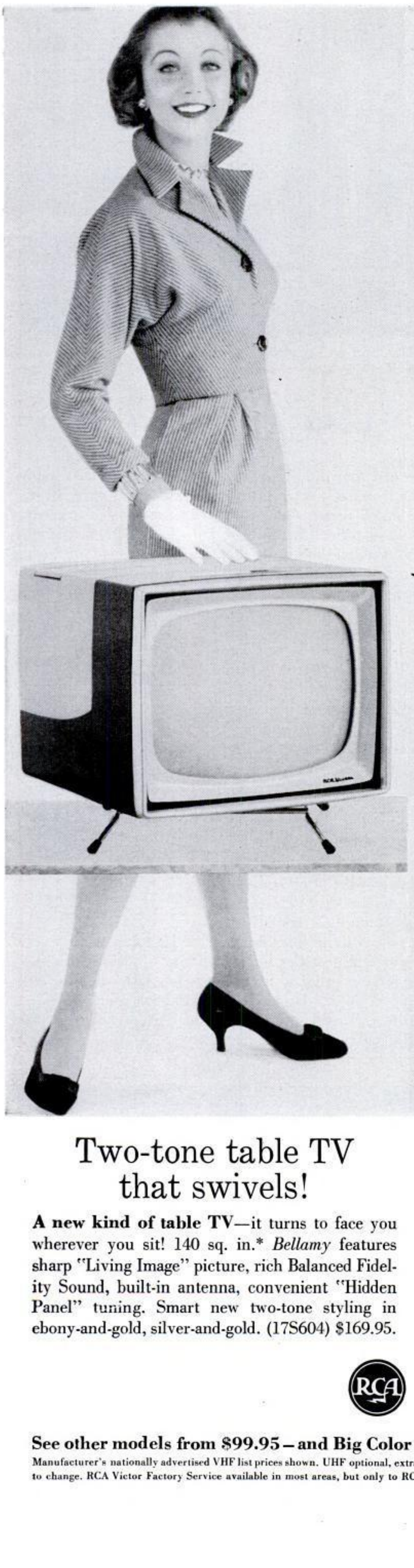
JEERED AT by his wife (*below*), the general is aghast when she leaps from bed, after claiming for years that her legs were paralyzed, and admits she herself has had many lovers. When he asks the reason for her sham illness, she replies, "I love you—not for the bliss of being in your arms . . . not for your conversation—you bore me. I love you because you are mine, my object . . . my garbage bin."



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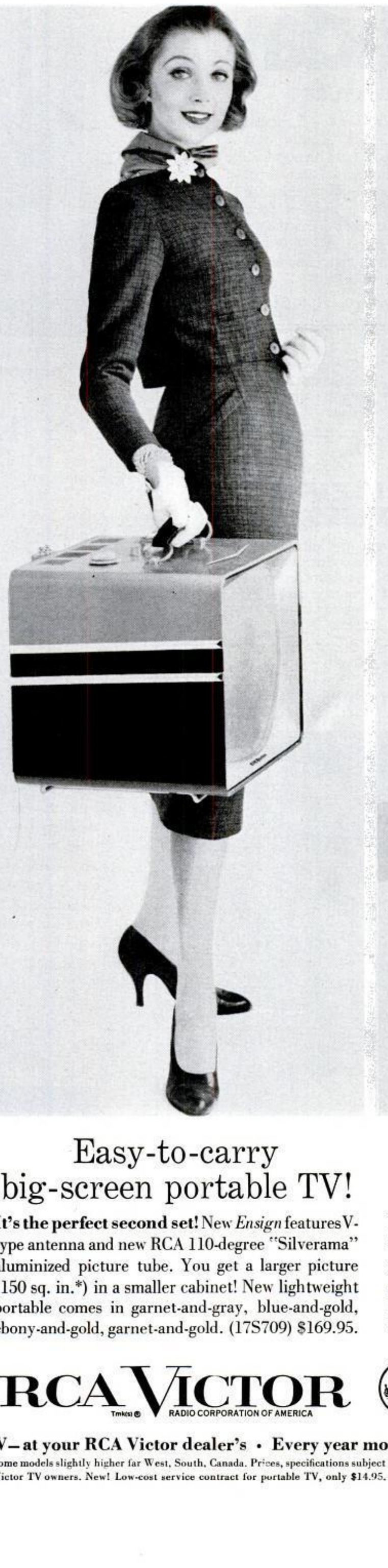
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Newest ideas in compact TV by RCA Victor



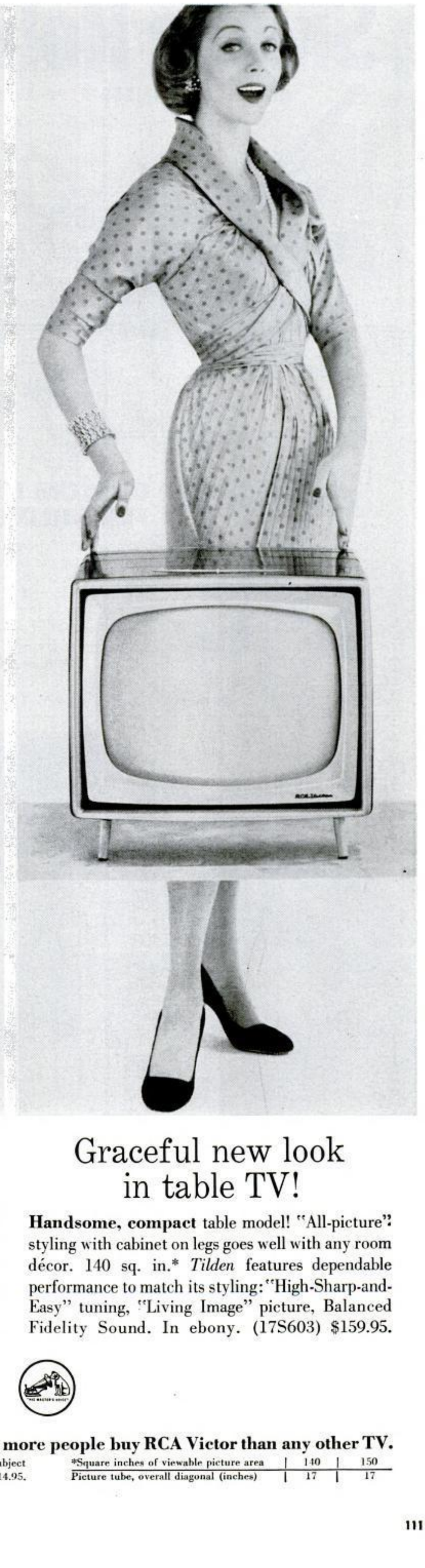
Two-tone table TV that swivels!

A new kind of table TV—it turns to face you wherever you sit! 140 sq. in.* *Bellamy* features sharp "Living Image" picture, rich Balanced Fidelity Sound, built-in antenna, convenient "Hidden Panel" tuning. Smart new two-tone styling in ebony-and-gold, silver-and-gold. (17S604) $169.95.



Easy-to-carry big-screen portable TV!

It's the perfect second set! New *Ensign* features V-type antenna and new RCA 110-degree "Silverama" aluminized picture tube. You get a larger picture (150 sq. in.*) in a smaller cabinet! New lightweight portable comes in garnet-and-gray, blue-and-gold, ebony-and-gold, garnet-and-gold. (17S709) $169.95.



Graceful new look in table TV!

Handsome, compact table model! "All-picture" styling with cabinet on legs goes well with any room décor. 140 sq. in.* *Tilden* features dependable performance to match its styling: "High-Sharp-and-Easy" tuning, "Living Image" picture, Balanced Fidelity Sound. In ebony. (17S603) $159.95.

RCA VICTOR
Tmk(s) ® RADIO CORPORATION OF AMERICA

See other models from $99.95 – and Big Color TV – at your RCA Victor dealer's • Every year more people buy RCA Victor than any other TV.

Manufacturer's nationally advertised VHF list prices shown. UHF optional, extra. Some models slightly higher far West, South, Canada. Prices, specifications subject to change. RCA Victor Factory Service available in most areas, but only to RCA Victor TV owners. New! Low-cost service contract for portable TV, only $14.95.

*Square inches of viewable picture area	140	150
Picture tube, overall diagonal (inches)	17	17

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Smoke Holiday

AMERICA'S FINEST PIPE MIXTURE



Here's dramatic proof! A sample of Holiday Pipe Mixture was shown to the custom blender in a nationally famous tobacco shop. Although he could supply the types of tobacco used at $6 a pound, he couldn't guess the secret of the blend. Yet you can enjoy Holiday's matchless flavor at a popular price!

CANADA'S FINEST TOO!



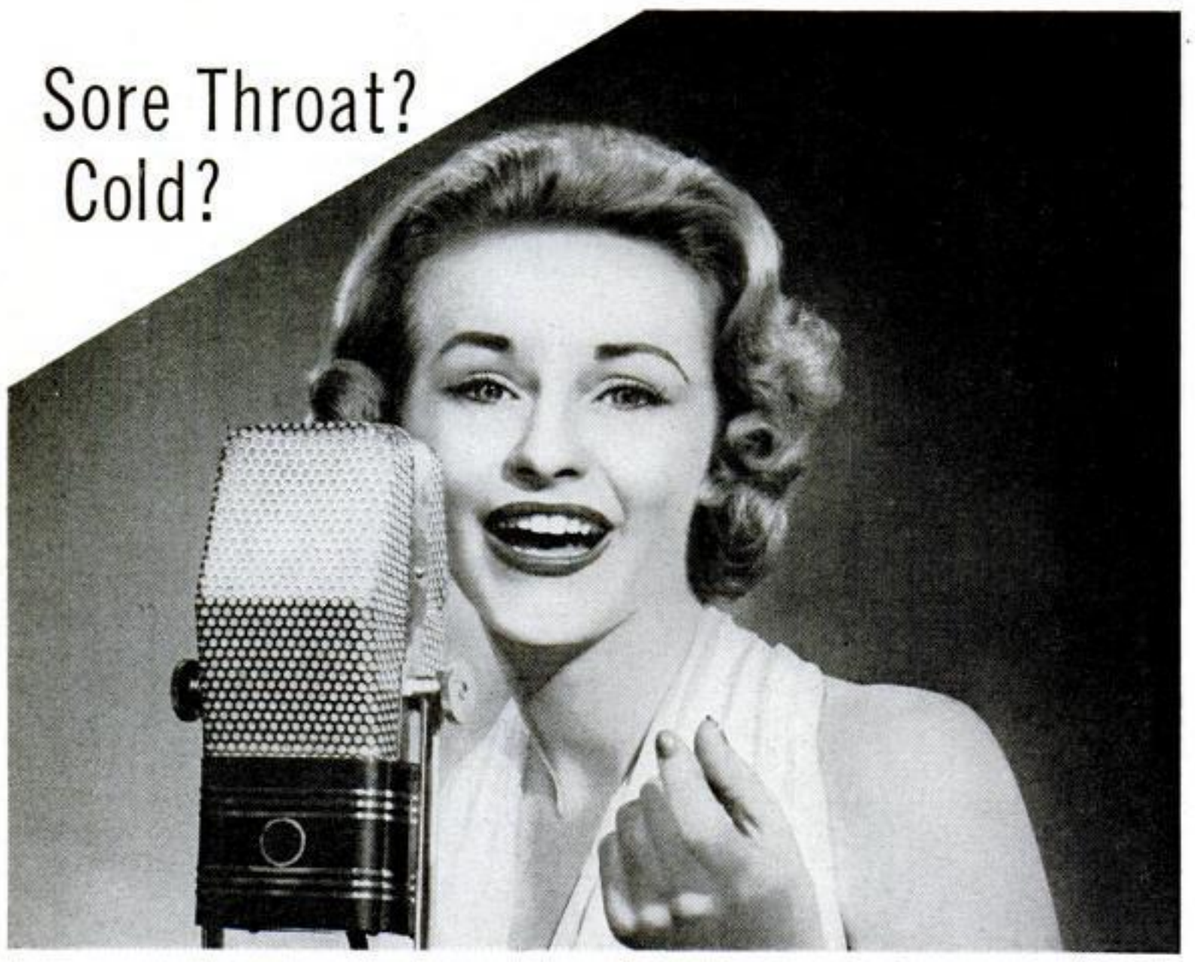


Exclusive Heat Sealed Water tight Wrap-around pouch.

CUSTOM BLENDED FOR MILDNESS

Holiday's skillful blending combines these five world-famous tobaccos into a mixture of such distinctive aroma, flavor and mildness that more and more men every year are switching to it as a steady smoke. Try Holiday yourself—and see!

LARUS & BROTHER COMPANY, INC.
Richmond, Virginia



Bayer Aspirin Makes You Feel Better Fast!

BAYER

And it's one thing most people can take any time—WITHOUT STOMACH UPSET!

When a nasty cold brings on a sore throat, it's time to gargle with Bayer Aspirin. Just three to five Bayer Aspirin tablets dissolved in a third of a glass of water makes an effective gargle that soothes irritated throat membranes *fast!* And for your cold, take two Bayer Aspirin tablets right away, to reduce fever and quickly relieve painful cold discomforts!



AN ARTISTIC SUCCESS on Broadway in 1946, Anouilh's play *Antigone* had Katharine Cornell as Greek girl who was dragged to doom by king's thugs.

'LIKE A SCALDED CAT'

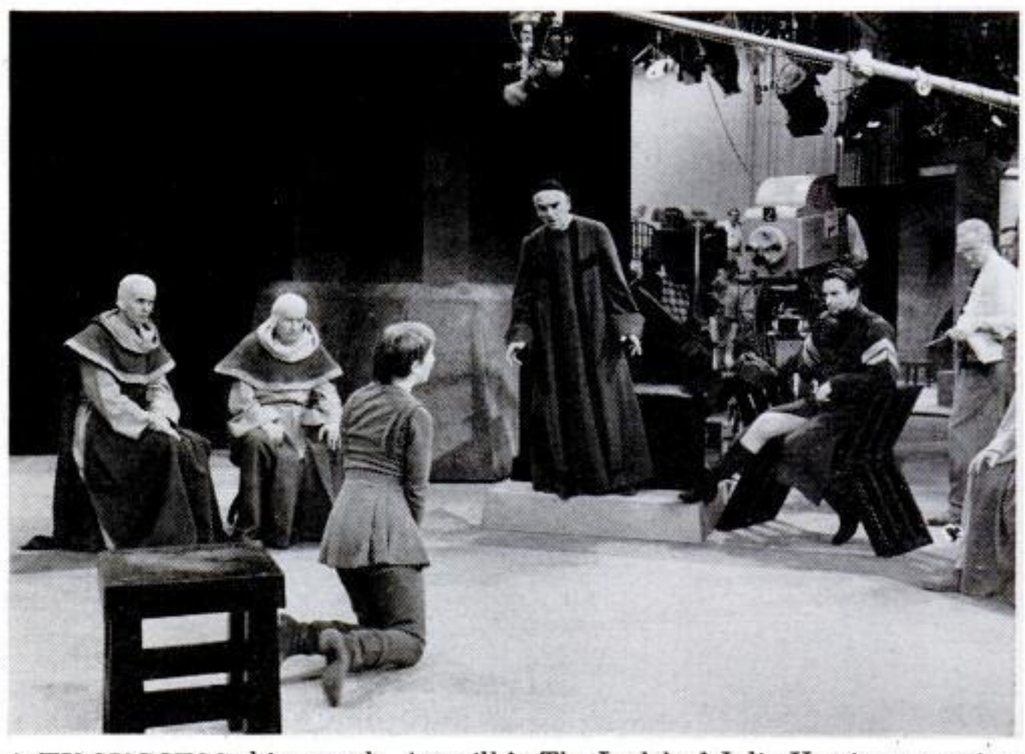
Jean Anouilh has had some 20 plays given in Paris and half as many in London, but he is scarcely known to Americans. Only three of his plays have made much impression on the U.S.: a classical tragedy, *Antigone* (*above*), a historical drama, *The Lark* (*below*), and a poetic comedy often produced by community theaters, *Ring around the Moon*.

Outwardly cynical to his plays, Anouilh is deeply tender toward his high-principled or romantic characters, like the general in *Waltz of the Toreadors*. Obsessed by the world's corruption—its snobbery, greed and pettiness—Anouilh writes repeatedly about idealists who find the world too much for them. But he is deft at turning from scenes of shocking venom to riotous slapstick, from lighthearted romance to somber tragedy. Though many of his characters are close to caricature, they have an abundant vitality. Because his mother was a violinist in a theater orchestra, Anouilh as a child saw all the comic operettas of his day and learned the theater with his ABCs.



JEAN ANOUILH has a pensive, professorial look.

Today he lives in a Paris suburb—he has been married twice and has four children—but his passion for privacy often leads him to hide out in the Swiss Alps. "He shrinks from the world," says one close friend, "perhaps because he's scared and been hurt by it. He's like a cat that's been scalded." Some Paris critics believe that at 46 Anouilh is just beginning his career, and that if he tempers his bitterness he will write "truly universal plays." Though *Waltz* has been widely admired in England and the U.S., the French did not like it. Their verdict was that "Anouilh had . . . spat . . . violently in the face of love."



A TV SUCCESS this month, Anouilh's *The Lark* had Julie Harris portraying Saint Joan. Here at her trial for heresy she kneels in ecclesiastical court.

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Once you've tried Modess,® you'll have your very own reasons for preferring it to any other brand. We'd like to know what they are.

So won't you finish the sentence "I prefer Modess, because . . ." in fifty words or less, mail with three Modess perforated box flaps (or two box flaps and top from a Modess Belt package) with your name and address to: Personal Products Corp., Box 67-O, Milltown, N. J.

By return mail, we will send you *your* shiny silver dollar! Limit one per customer.

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BEST RIDE

on the range

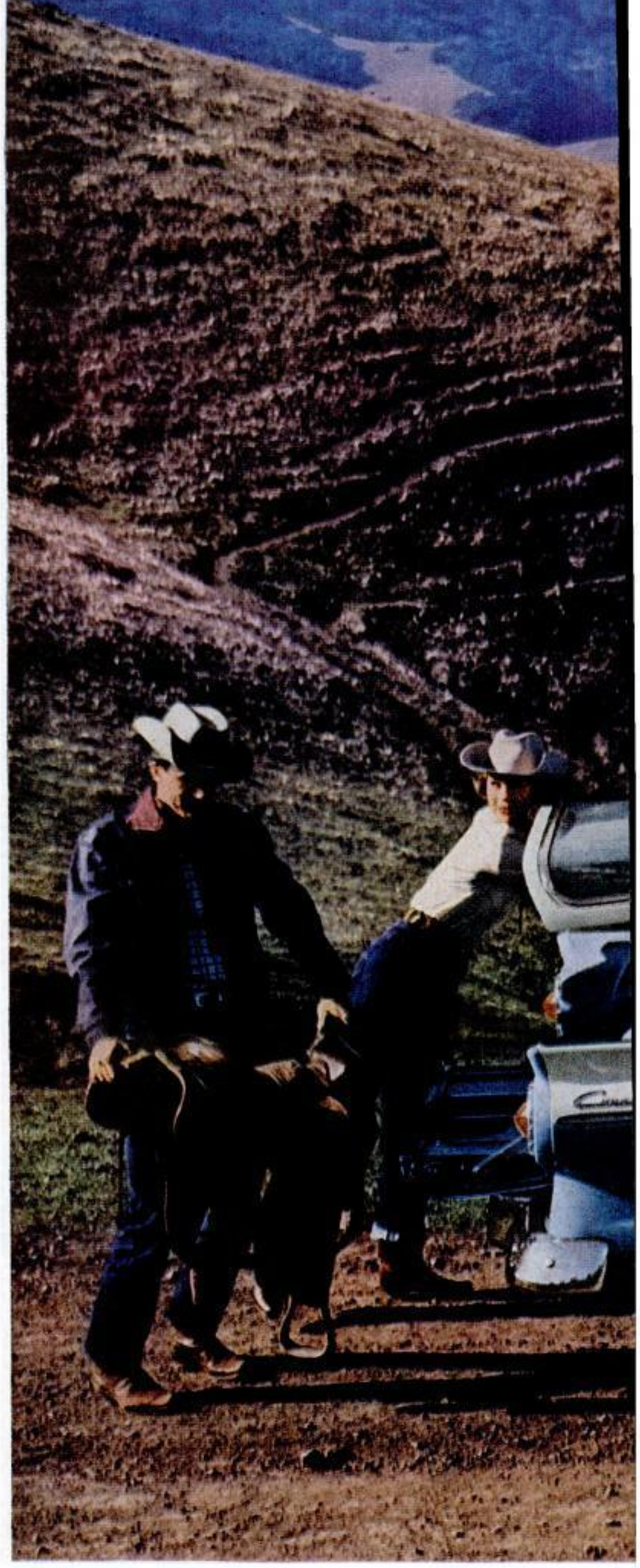
Whether you're riding herd on mountain goats or moseying down a gopher-holed cow trail, the "wild west" is suddenly *tame*... inside the new kind of Ford.

No wonder. You're in the saddle of a new Inner Ford... the beefiest, most heavily insulated "inner car" in its field. A quieter, smoother riding "inner car," cushioned by up to 20 *live rubber* body mounts. A smoother handling "inner car," thanks to a new *swept-back*, ball-joint front suspension. In short, an "inner car" that incorporates so many ride advances ... the rough roads feel like *expressways.*

All in all, you've got yourself the smoothest ride on the range. What's more, you've got yourself a ride that's designed to *stay* smooth. For the new kind of Ford is as rugged as a Brahma bull. It's built to *stay* built. And power? A mighty round-up of it from five new Silver Anniversary V-8's.* Or if you prefer, choose Ford's new Mileage Maker Six ... the most powerful six in the industry.

Action-Test a Ford soon. Find out for *yourself* why the new kind of Ford is corralling such raves.

*Including a Thunderbird 312 Supercharged V-8 that delivers 300-hp and a 270-hp Thunderbird 312 Super V-8.





Like *all* of Ford's five new "glamour wagons," the nine-passenger Country Sedan measures over 17 feet. Featured is a new wrap-around liftgate for better vision. A single handle opens tailgate and liftgate *at once.*

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The new kind of **FORD** goes first
in any kind of going

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As soon as you take up with make-up you need

Salon Cold Cream



Its balanced emulsifying action gives you the clean skin you need today...
to have beautiful skin tomorrow!



This is the fluffy light but determined cleanser developed by the famous Dorothy Gray Salon in New York . . . to clean your skin cleaner!

Its special formula allows just the right amount of liquid to take its purifying oils deep down into your skin, there to melt and draw to the surface all the old dirt, make-up and hardened secretions that block your pores. You can be sure when you tissue it off that you are removing clogging impurities that could cause blemishes!

Soap doesn't go deep enough to do it. Some liquid cleansers are too watery, others not effective enough to lift out deep-dirt. Oily creams do not have the emulsifying action needed to dislodge embedded grime. You need Salon Cold Cream...to be sure you'll have good clean skin always.

In Canada, too

Big Extra: Salon Cold Cream leaves an invisible shield to help guard your skin against dryness!



For beauty the modern way

Dorothy Gray

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TEEN-AGED TWIST

Girls brighten sweat shirts with colored tape

The decorative garment above is the lowly but well-loved sweat shirt, refurbished by an hour of a teen-ager's time and a little rick-rack, serpentine braid like that which borders this page. Devised by home sewers in Mobile, Ala., this junior version of the decorated sweater is made by removing the bottom ribbing from a $1.50 sweat shirt, binding it and stitching on rows of rickrack. Free instructions put out by Trimtex, maker of the rick-rack, are widely available at notion counters. Since the tape comes straight or zigzag, in varied sizes and colors, the finished top can be as inventive as the wearer. Casual enough for blue jeans, these decorated sweat shirts will brighten dresses, pants or pleated skirts.



Clear Path To Pleasure!



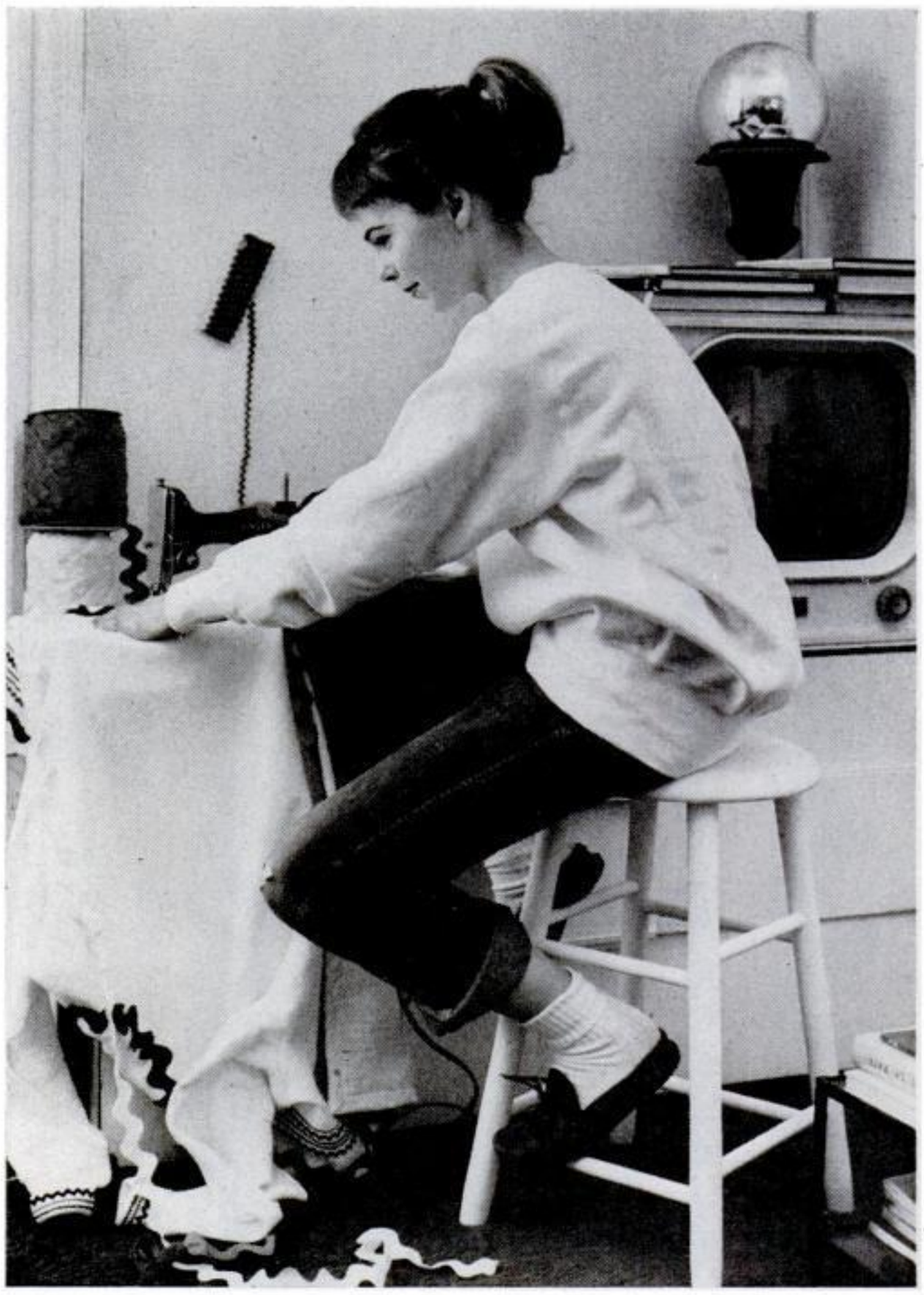
In homes the world over, people are in clear agreement on Black & White Scotch Whisky. It's most everybody's favorite, because its quality and character never change!

"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

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SIMPLE STITCHING can easily be done in an hour or two, depending on the amount of decoration. Trim is basted on, then sewn in place by machine.



BASIC STYLES are pullover trimmed with 59¢ worth of tape and cardigan trimmed for $1.04. Cuffs can be decorated by machine but the sleeves cannot.

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TO EVERY FAMILY MAN WHO HAS EVER WONDERED...

How much life insurance is enough?

Men of all ages and all responsibilities have puzzled over this question for a long time. Yet you can answer it quite easily if you just remember the four basic objectives of life insurance:

1. To leave your family with enough ready cash to clear up debts, pay off the mortgage, send the children to college, and so on.
2. To provide a regular income which, together with Social Security and any other available money, will cover your family's basic living expenses while the children are growing up.
3. To assure your wife a regular income after the children are grown up and on their own.
4. Or, if you live, to pay you and your wife a lifetime retirement income.

Figure out just what it would take to meet these objectives—and how much of it would actually be on hand or come in from your present life insurance, Social Security, investments and other sources. *Additional life insurance can and should make up the difference.*

Your New York Life agent is trained to help you figure out how much life insurance is enough for *you*. And he can help you work out a sensible, budget-wise plan built around New York Life's low-premium Whole Life Policy that will protect your family . . . build high cash values for an emergency . . . set up a lifetime income for your own retirement.

Best of all, he'll show you *how little it actually costs* to have *enough* life insurance! Why not see him—or write to New York Life for free booklet called "How Much Life Insurance Is Enough?"

If you're in the New York area, be sure to see New York Life's interesting exhibit in the Investment Information Center at Grand Central Station, January and February.

New York Life
Insurance Company nylic

Dept. L-25, 51 Madison Avenue, New York 10, N. Y.
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Life Insurance • Group Insurance
Accident and Sickness Insurance
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Live Modern!

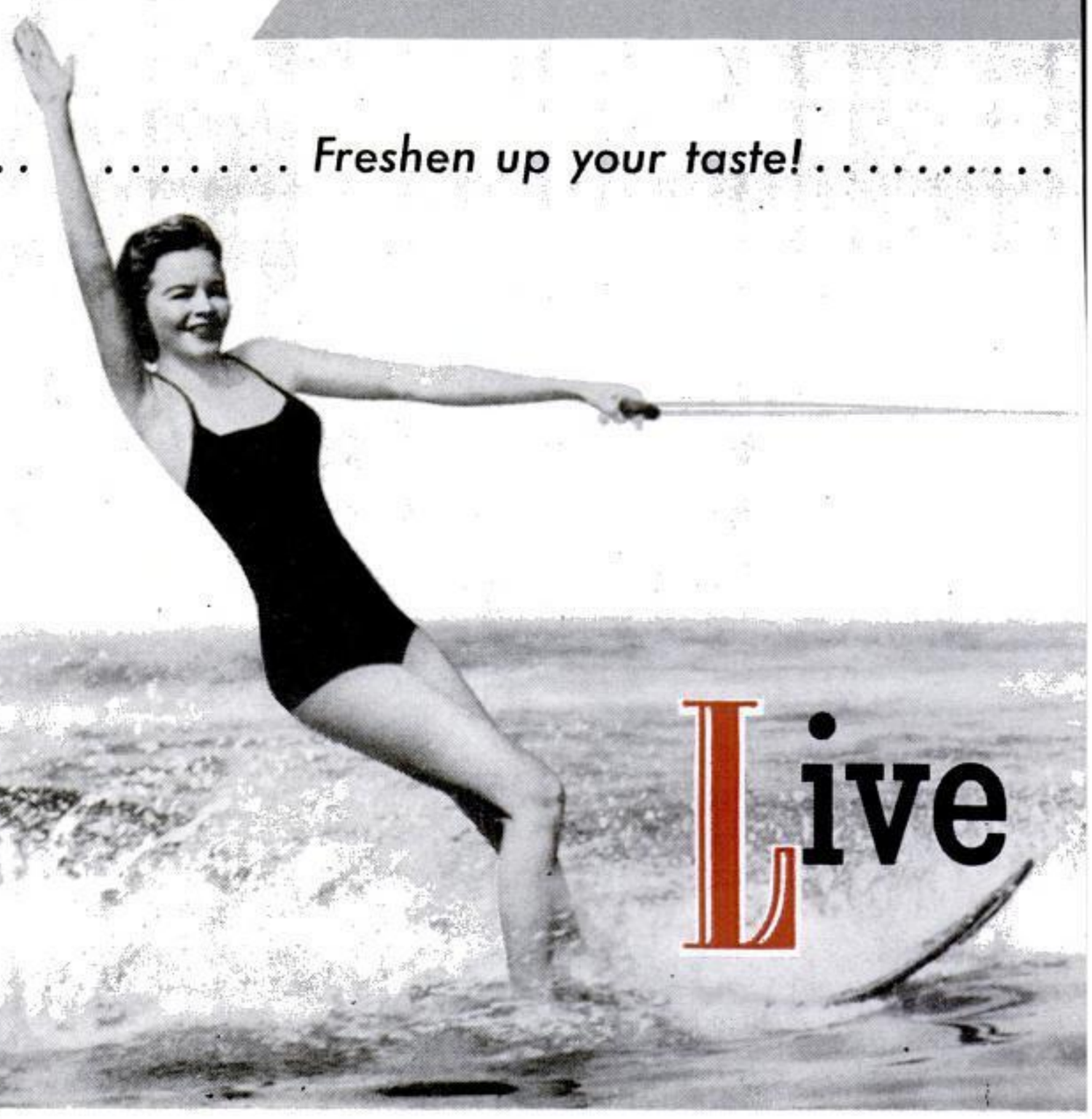
smoke modern L&M

Pick the pack that suits you Best!

Yes, you are free to choose . . . only when you smoke modern L&M. And only L&M gives you the flavor . . . the full, exciting flavor that makes L&M America's fastest-growing cigarette.

Free up! Get more fun out of life! Freshen up your taste!





Live

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New! Crush-proof L&M BOX (COSTS NO MORE)



Handy L&M PACK (KING & REGULAR)

On some occasions
the Crush-proof box is a natural

Other times,
the pack will suit you better.

You are free to choose . . . only when you smoke modern L&M.

Get more flavor out of smoking!

Get full *exciting* flavor

. . . PLUS THE PURE WHITE MIRACLE TIP



Modern!

smoke L&M

AMERICA'S FASTEST GROWING CIGARETTE

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Really new taste discovery!



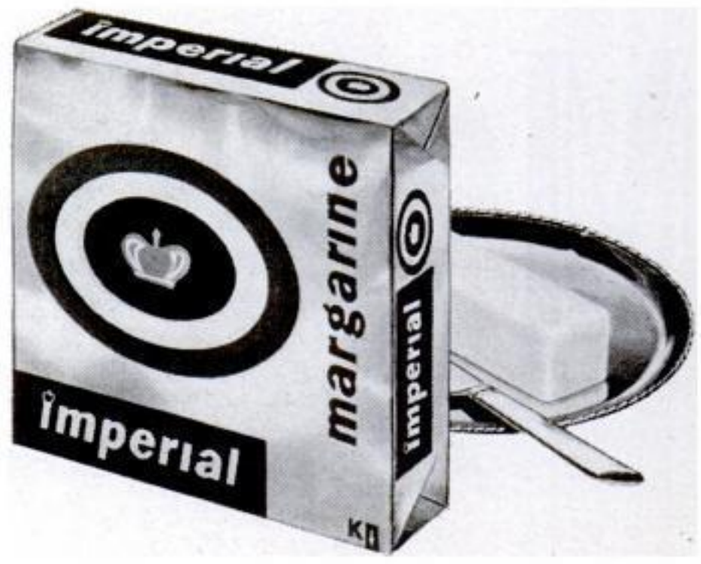
IMPERIAL-REG. U. S. PAT. OFF.

imperial

has real natural taste!

The instant you taste it, you *know*. Imperial has *real natural taste*. And natural aroma, too. On toast or muffins, melting over hot vegetables—any way you use it, Lever Brothers Company guarantees *complete* satisfaction (or your purchase price refunded). Imperial costs a little more, but adds so *much* more to your enjoyment of good food. Serve Imperial—always in good taste.

P.S. To keep it fresh, always keep it refrigerated.



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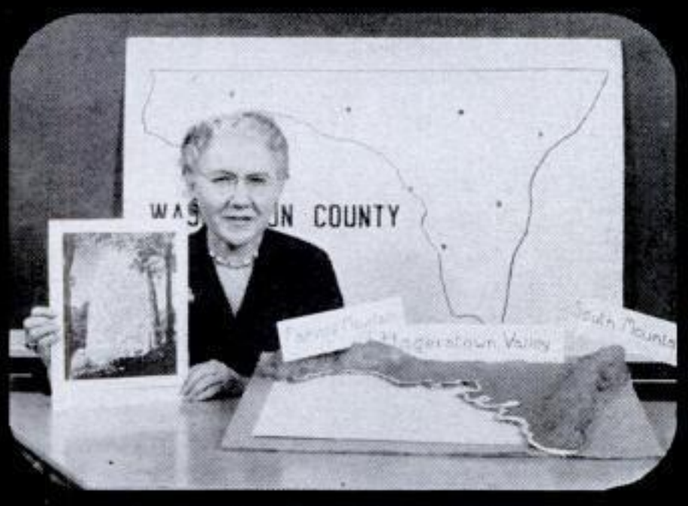
FIRST-GRADE READING



SECOND-GRADE ARITHMETIC



THIRD-GRADE ART



FOURTH-GRADE SOCIAL STUDIES



FIFTH-GRADE MUSIC



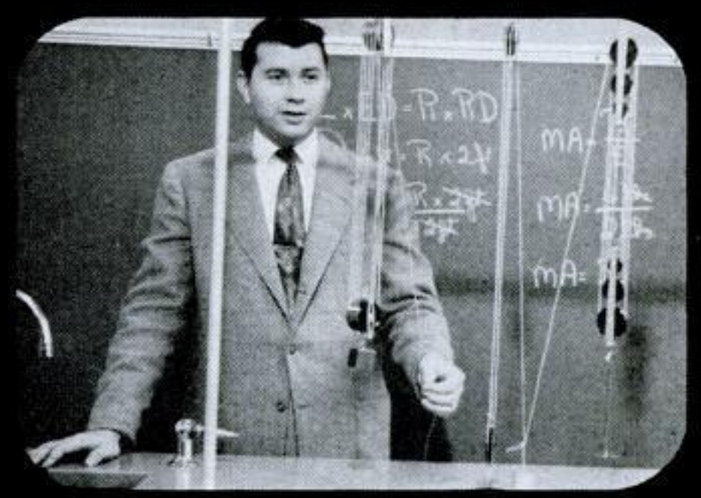
SIXTH-GRADE SCIENCE



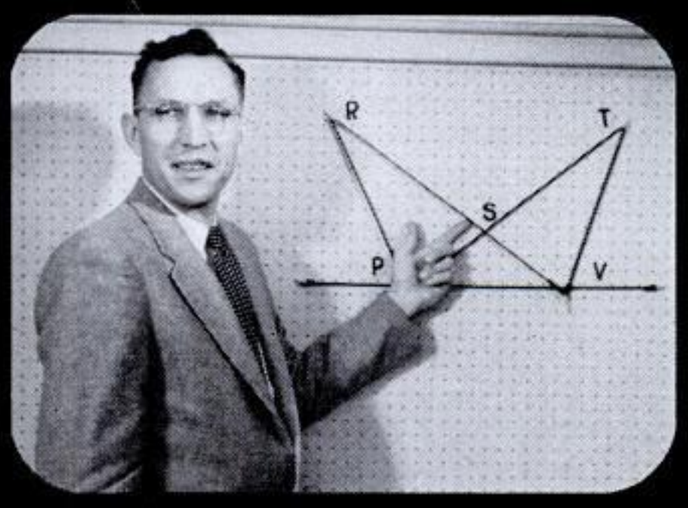
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EIGHTH-GRADE HISTORY



NINTH-GRADE GENERAL SCIENCE



TENTH-GRADE PLANE GEOMETRY



ELEVENTH-GRADE U.S. HISTORY



TWELFTH-GRADE ENGLISH

TEACHERS OF THE WASHINGTON COUNTY (MD.) PUBLIC SCHOOLS GIVE SAMPLINGS OF THE SUBJECTS THEY WILL TEACH BY TELEVISION IN SYSTEM'S 12 GRADES

TEACHING WITH TV

Revolutionary technique, whose use is growing, may relieve U.S. school crisis

At a small but growing number of schools scattered around the U.S. a new educational technique is sending down its first roots. The technique is teaching by television and, if it lives up to its promise, it will revolutionize teaching as nothing else has since the U.S. public schools were established. Its sponsors believe it provides the best hope of alleviating the critical teacher shortages and of raising the quality of teaching in the U.S.

Seven years ago televised teaching hardly existed. Today it has been admitted experimentally into the regular curriculums of at least a dozen school systems and 18 colleges and universities. Televised instruction is piped into classrooms through closed TV circuits. It is broadcast over educational and commercial television stations. Most institutions are limiting television to one or two subjects, cautiously comparing results by TV with those from traditional teaching methods in standard classrooms. In spite of the controversy over the possible dangers in televised teaching (*pp. 130-132*), the results are so encouraging that the schools which are using it, in one form or another, are doubling each year the time they allot to TV instruction. And in one school system in Washington County, Md. (*above*) all 12 grades will soon be getting part of their education from the TV screen.

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ELEVENTH-GRADE HISTORY is followed attentively on TV by 81 pupils at South High in Hagerstown, who watch Allen R. Powell, history teacher, on different sets placed around the room. Four sets are used here because both class and room are large. Sets are placed at a level where the teacher's face would be if he had been physically present. The Radio-Electronics-Television Manufacturers Association is providing all the equipment needed in the Hagerstown experiment.



Success in a big tryout

Since September 6,000 Hagerstown, Md. school children from 6 to 18 have been gathering around TV screens for classes. Pupils at eight Washington County schools, they receive identical instruction over a closed TV circuit, transmitted by wire from a central studio. The Hagerstown plan, supported by the Fund for the Advancement of Education, is proceeding cautiously. Seventh and eighth grades are getting no TV at all, and the rest get only one class a day. But next year it will be extended to all 48 schools in the county.

Hagerstown uses TV to improve teaching, rather than to replace teachers. A teacher like Jane Cushen (*left*) can reach many more pupils than before and yet she needs to spend only 20 minutes a day in class. She can, therefore, take the rest of the time to prepare her TV lesson and do a better, more interesting job.

FROM 30 TO 1,700: Teacher Jane Cushen can handle in person a standard class of 30 with which she stands. In rear are 1,700 she will reach by TV.

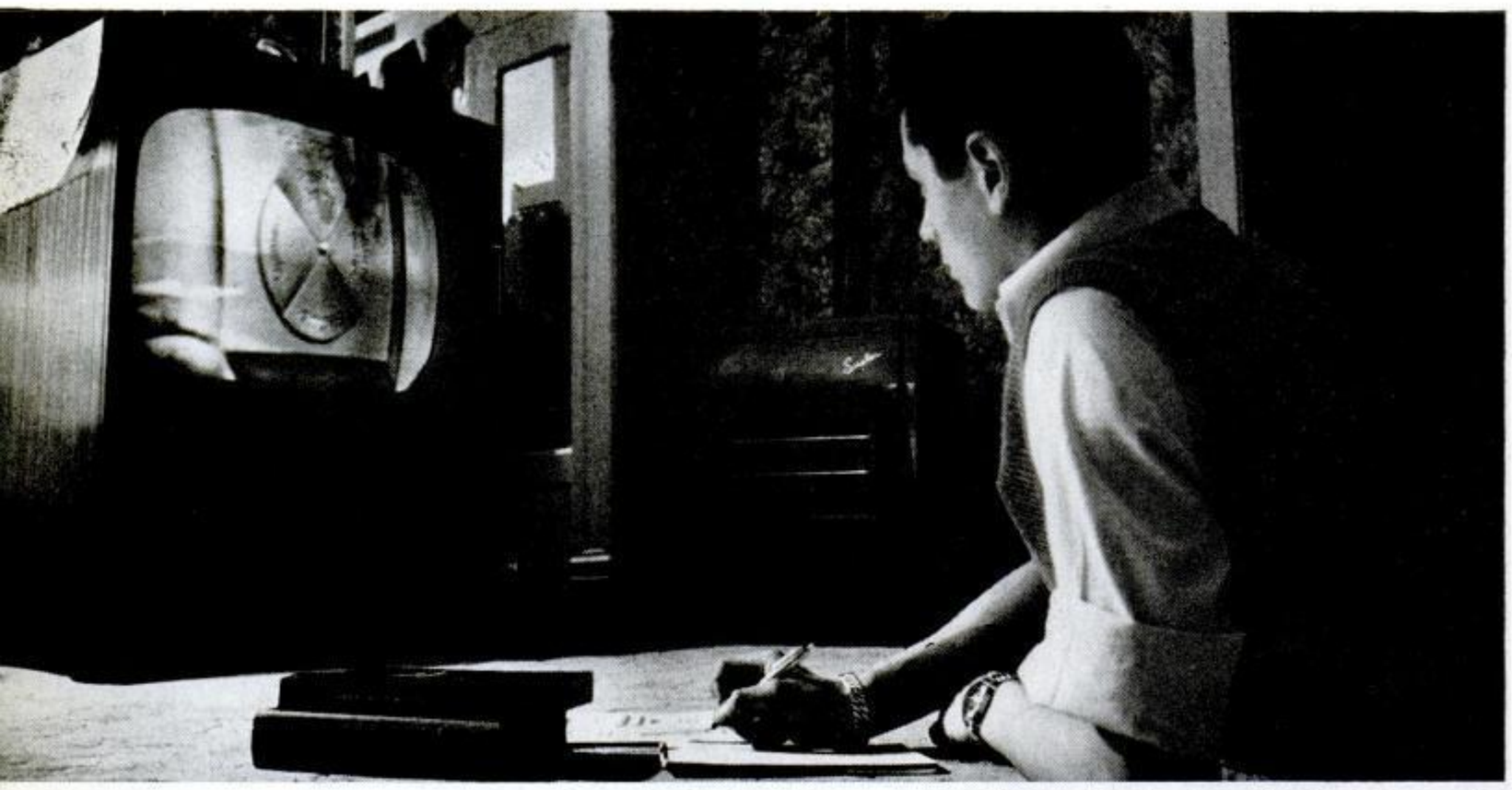
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SECOND-GRADE ART (*below*) engages pupils at a Hagerstown elementary school in clay-modeling session. The children responded so well to TV teacher that when he said, "Shall we make an elephant?" they shouted, "Oh yes!" And when he said goodby, one tot waved him farewell. Since TV requires close concentration, lower grades get only 20 minutes at a time. Higher grades get up to 30 minutes, with remaining time devoted to discussion with regular teachers.

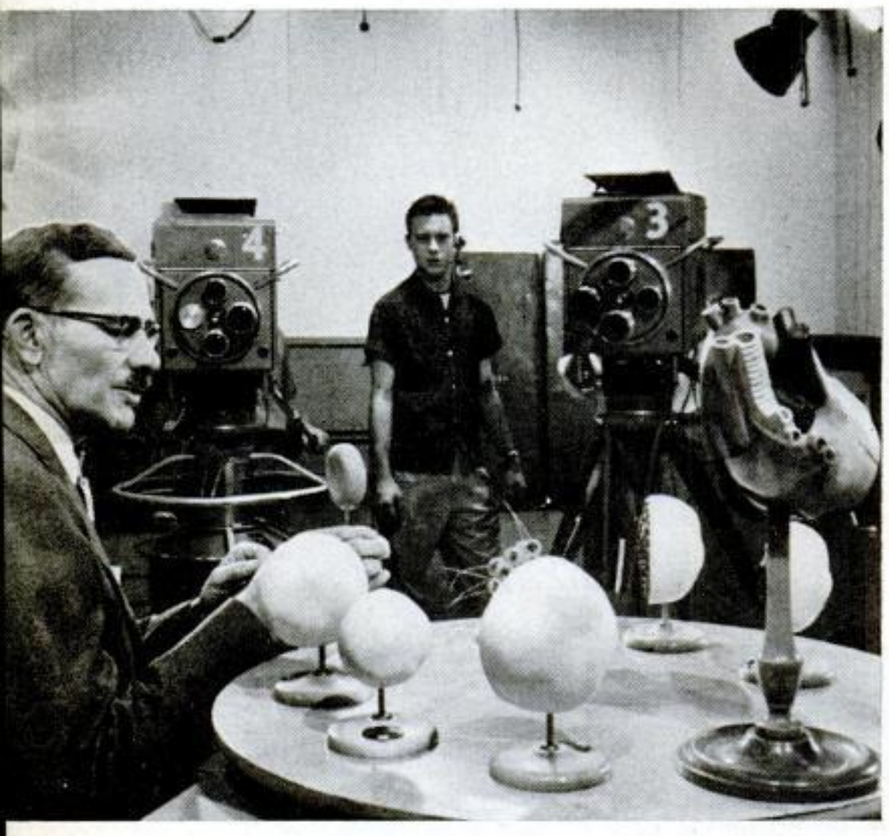


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TV COLLEGE IN CHICAGO



LIVING ROOM STUDENT, Jerry Kosowski, 18, attends a TV lecture on political science for credit at home under Chicago's televised junior college program. Kosowski, who has a daytime job, watches night re-runs of lectures. "TV studying is easy," he says. "It's just like someone's talking to you."



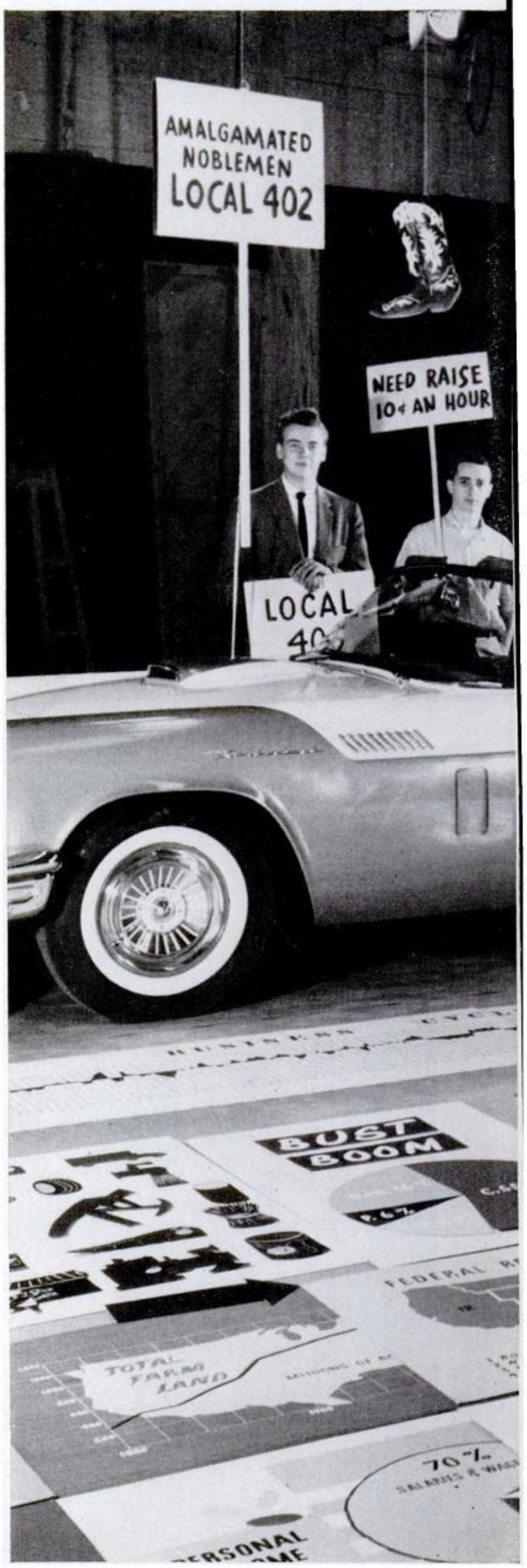


MEASURING EFFECTIVENESS of Chicago program, the same biology course is taught both on TV (*left*) and conventionally (*right*). TV students did about 10% better in course. College staff considers this significant while acknowledging that outside students tend to be more earnest, harder working.



IN KITCHEN CLASSROOM Mrs. Esther Siegel, 37, and mother of four, tries to concentrate on a televised Chicago biology lecture while daughter Iris, 4, competes for attention. Mrs. Siegel had one year of junior college years ago. Despite distractions she is plugging away at a full load of four courses.

SPECIAL COURSES IN



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Higher studies at home

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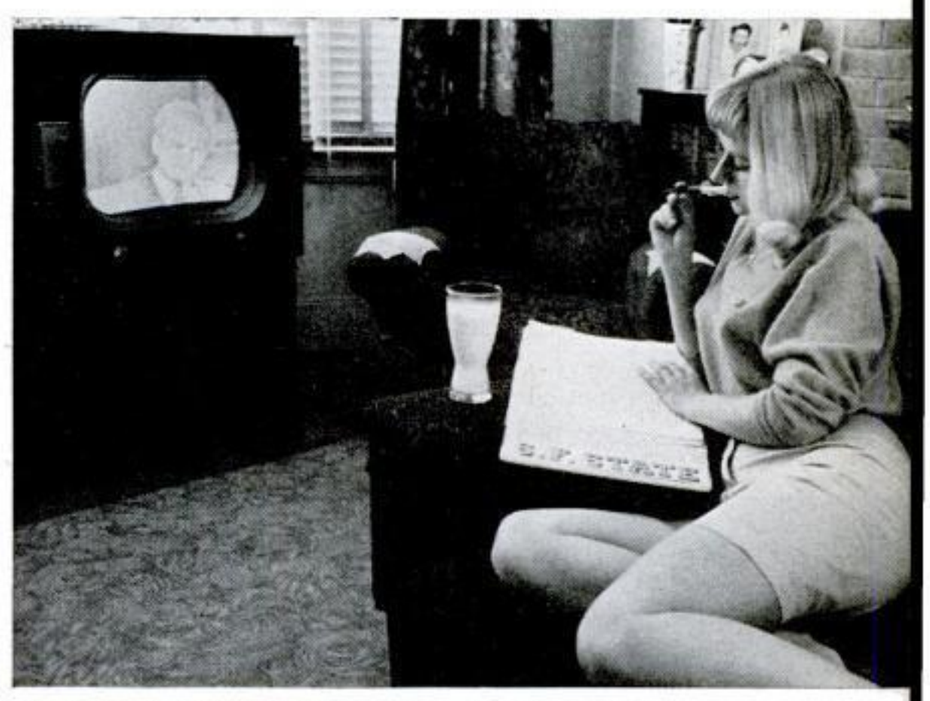
SAN FRANCISCO



LANTOS (LEFT) AND INSEL SQUAT IN STUDIO WHERE SAN FRANCISCO STATE TV COURSES ORIGINATE



BIG REMINDER, held before Dr. Lantos, warns him to present TV lecture as if he were conversing with individual instead of addressing a whole class.



COLLEGE STUDENT at San Francisco State, Verna Wallace, 19, takes advantage of college rule, studies economics on TV instead of going to class.



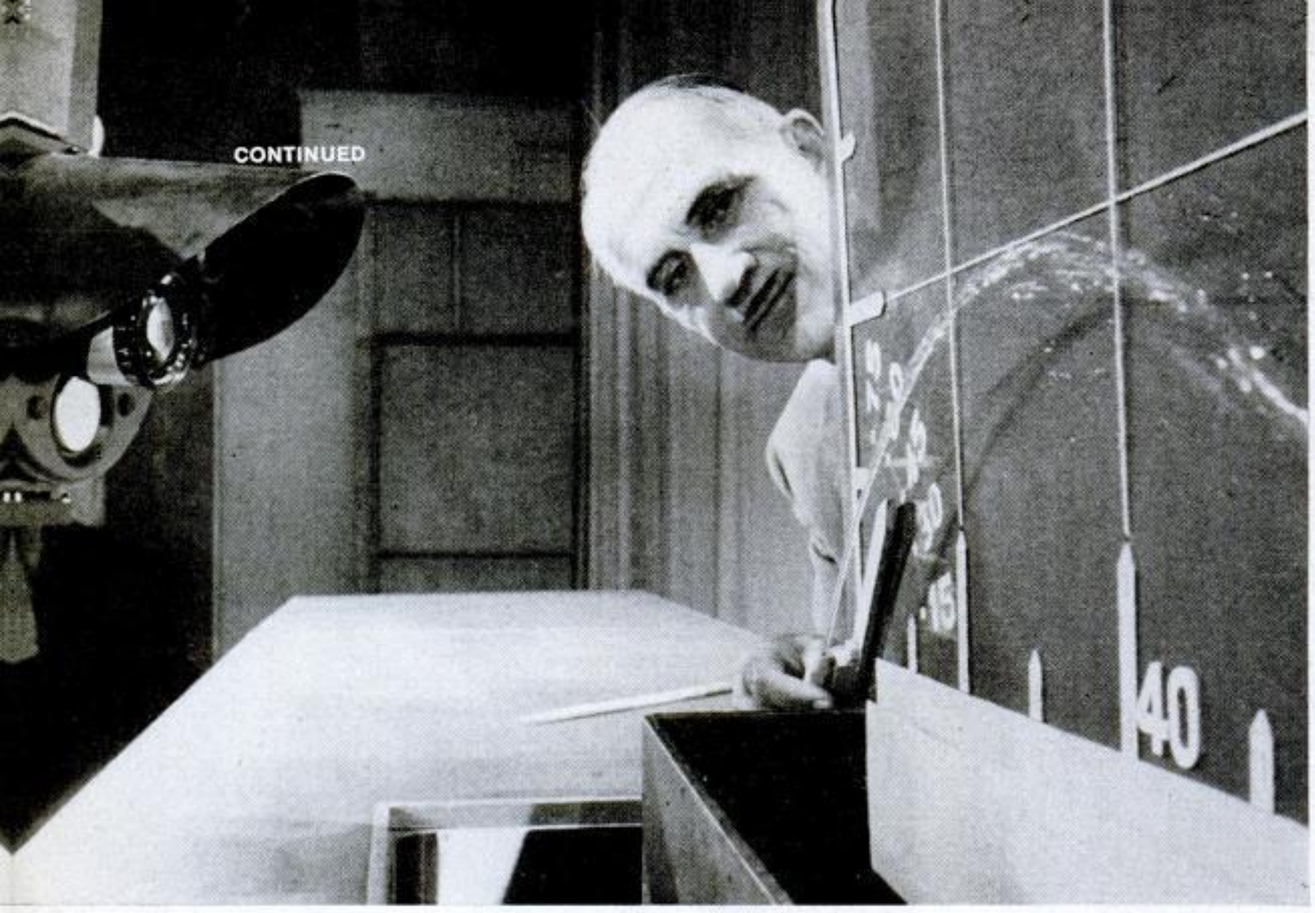
GIFTED HIGH SCHOOL STUDENTS follow college freshman psychology course on TV in principal's office. Discussions supplement TV lectures.

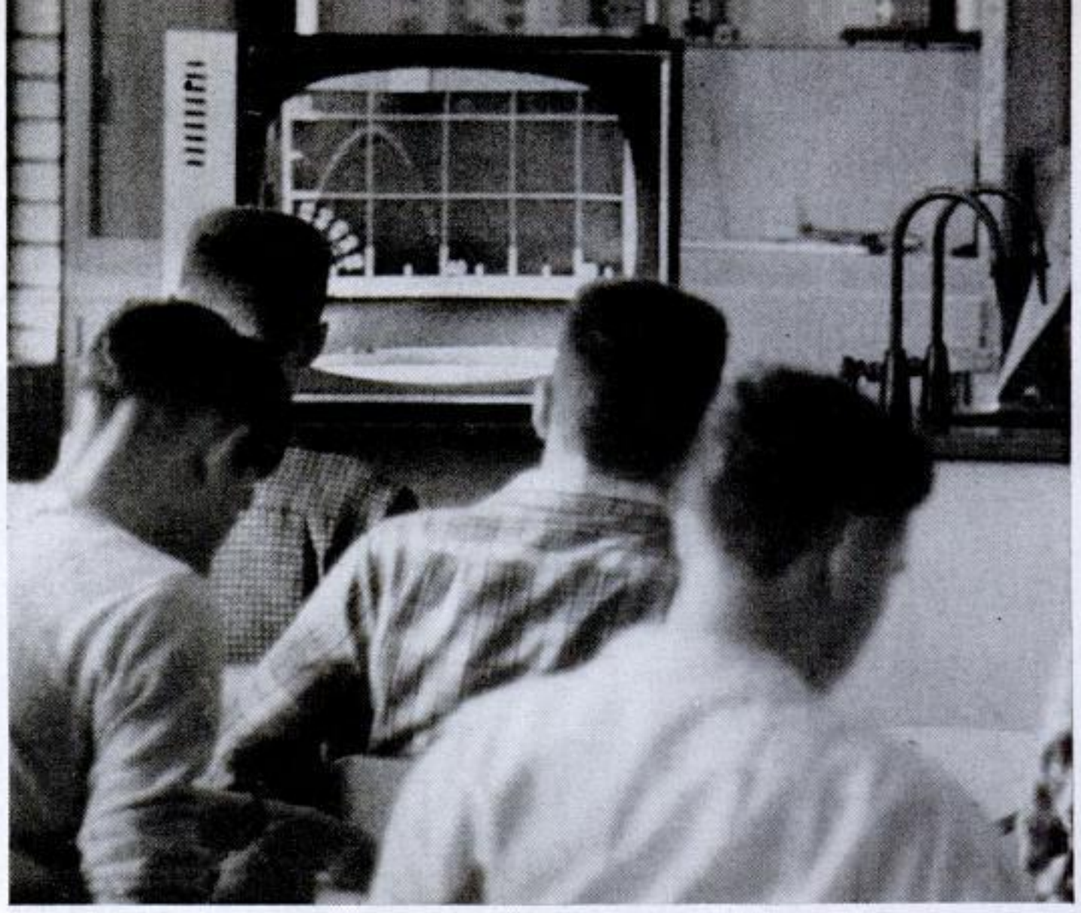
Closed circuit TV often works best in school systems. But open circuit TV, broadcast from educational stations, is helping big city colleges solve one of their biggest headaches—cramped space—by letting students attend lectures in their own homes. Chicago this year, trying to ease the burden on its four junior colleges, signed up an initial 1,364 students (*left*) for a complete three-year TV program leading to a junior college degree. Lectures are broadcast live in daytime and in kinescope at night for the benefit of students with daytime jobs. The students have to show up on campus only once a semester to take exams.

San Francisco State College has been broadcasting only two courses on TV, economics with Dr. Thomas Lantos and psychology with Dr. Shepard Insel (*above*). But it is also trying something new. It has been exposing 157 gifted high school students to psychology (*right*). If they pass, they will earn that much advanced credit at San Francisco State.

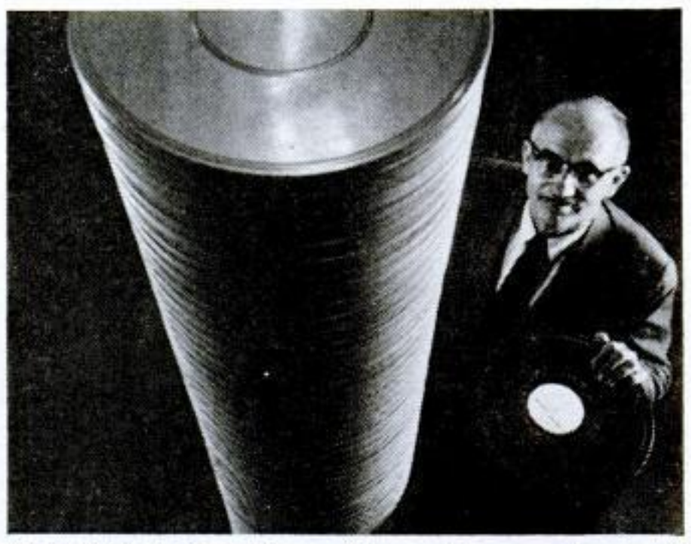
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TRACING TRAJECTORY, Dr. White directs a stream of water in front of marked blackboard (*above*) while a high school physics class (*right*) follows the experiment on a laboratory TV set. Dr. White spends several lectures each on optics, mechanics, heat, properties of matter, sound, electricity, magnetism, atomic structure and nuclear energy. His salary, paid from a grant made by the Fund for the Advancement of Education, is same as what he earned at California.

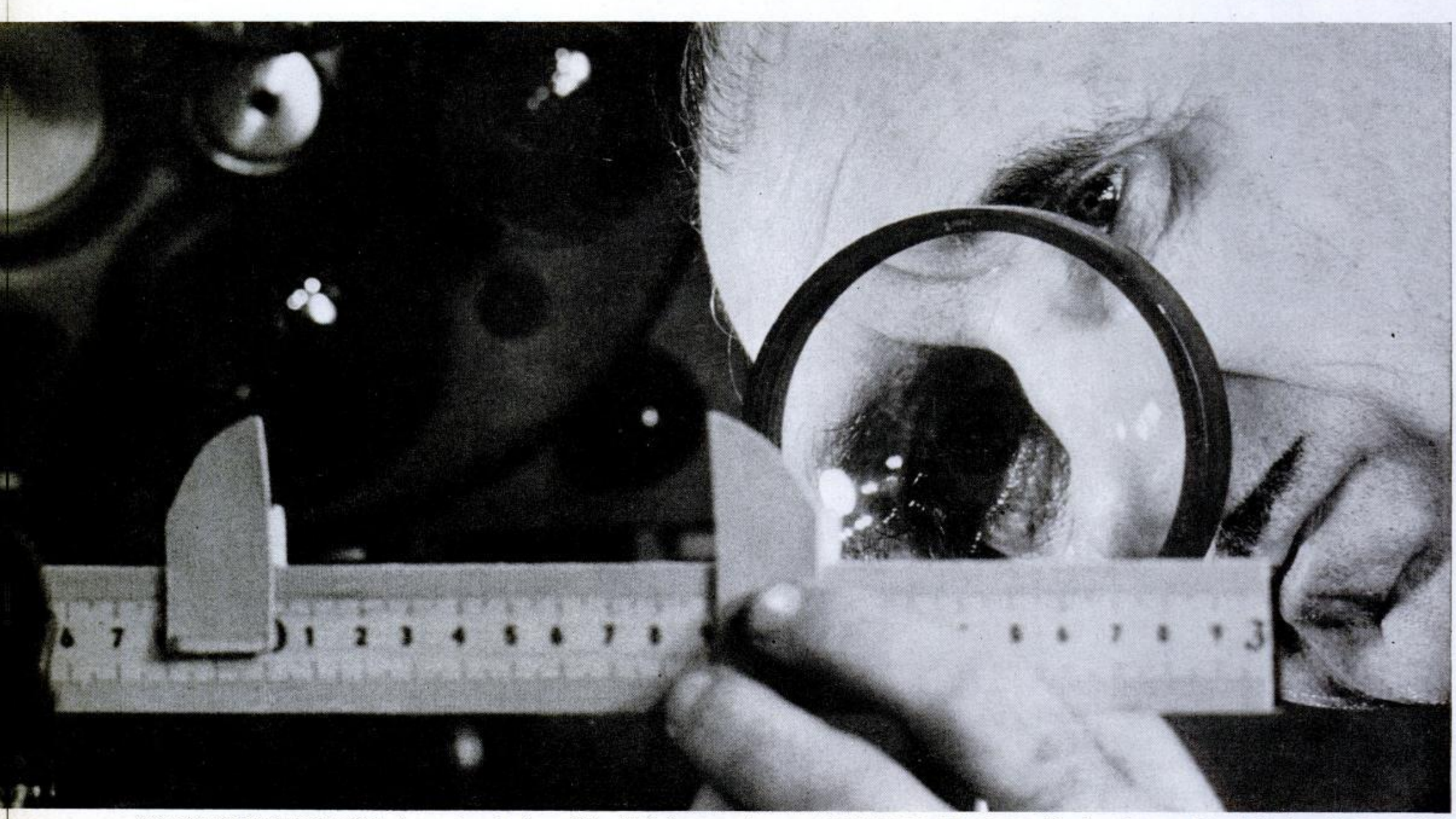


YEAR'S COURSE on film makes a column of 165 cans 12 feet high, dwarfing Dr. Harvey White. Each reel contains a single half-hour presentation.

Physics from a top-notch pro

The most exciting prospect before educational TV is bringing the talents of master teachers into classrooms all over the U.S. When Pittsburgh decided to add a physics course to its experimental public school TV curriculum, it chose Dr. Harvey Elliott White, a full professor of physics at the University of California and one of the country's top-notch physics teachers. Dr. White took a year's leave of absence, spent three months putting together what is probably the most compact and high-powered high school physics course ever conceived. With the help of his own compelling voice and a studio laboratory filled with equipment, he daily drives home the basic facts of physics to a dazzled teen-age TV audience in 31 high schools in and around Pittsburgh.

Dr. White's performances have also been simultaneously recorded on film by Encyclopaedia Britannica for use in schoolroom movie projectors. Now any high school, including the 4,000 high schools which have no physics instruction whatever, can buy Dr. White's complete canned physics course for a minimum of $13,000, a reasonable price considering what it could save in teachers' salaries year after year.

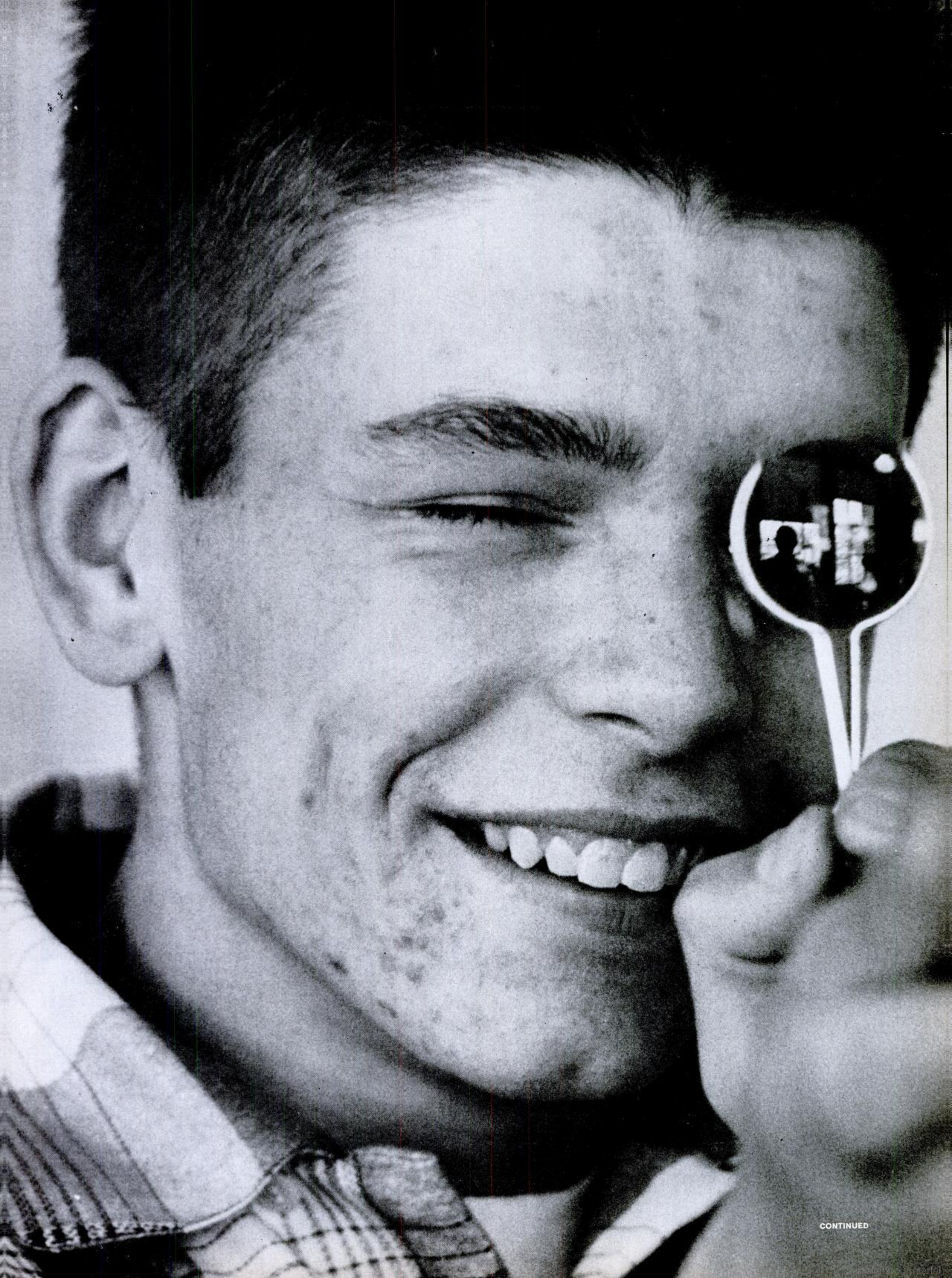


OPTICS DEMONSTRATION gives enlarged view of Dr. White's eye as he adjusts system of lenses with aid of ruler. Dr. White designed and built many of props for his program so that they can be copied by TV students (*opposite page*).

IMITATING TEACHER, Douglas Ingram, 17, of Pittsburgh's Perry High School checks lens system he built in lab after watching White do it. "At first," says Douglas, "I thought he went too fast. But now I can keep up with him." →

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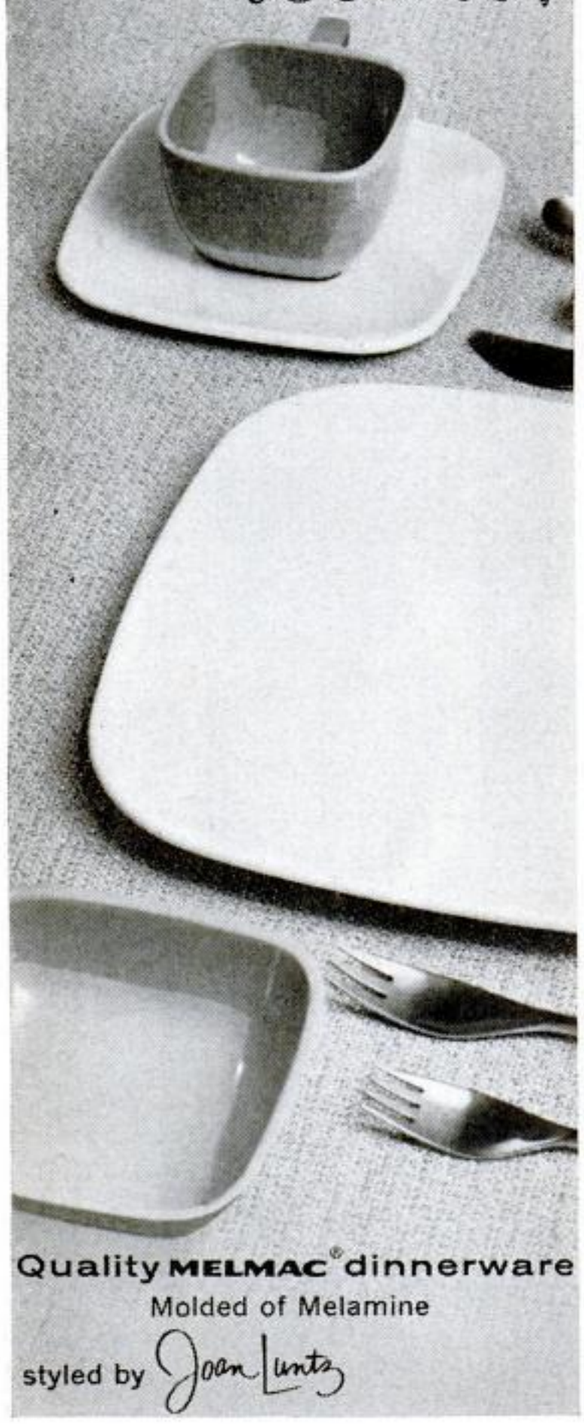
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BUT SOME BUTS ARE BEING VOICED

Most of the progress televised teaching has made so far has been brought about by the efforts of private foundations like the Fund for the Advancement of Education headed by Dr. Clarence Faust. The Fund, established by the Ford Foundation, has invested more than $2.5 million in classroom TV since 1953.

But even though this form of educational TV looks like a godsend to overworked teachers, it has had to fight members of the teaching profession for every inch of recognition it has received. And there is some opposition to classroom TV from parents who, having watched their offspring lapping up the pap of many commercial television programs at home, are reluctant to expose them to more TV at school.



FOR TV is the Fund for the Advancement of Education's Clarence H. Faust.

Some of the teachers' objections stem from professional self-interest. Many are worried that the new medium may replace conventional teaching altogether. In time youngsters may be responding uniformly to the selfsame flickering image from coast to coast. If this happens, teachers may eventually be degraded to the status of monitors and test-paper correctors.

Even some expert teachers who are chosen to teach on TV are concerned. Once their efforts have been recorded on film and become available as canned instruction in schools, their personal usefulness might be at an end. To circumvent this, the TV teachers in Chicago (*pp. 126, 127*) insist that their lectures be televised only twice, once when they give it and once on kinescope.

Some objecting educators think TV would be too expensive, that it would cost millions to install closed TV circuits in schools. But their deepest doubt about television is that it can never replace the presence of a teacher in the classroom. Learning is a give-and-take between teacher and student. It is an active process. Television is all take and no give. It is a passive, unchallenging process in which students are all too liable to sit gaping at their screens in silence for hours on end.

"You can't ask television a question," says one prominent educator. "You can't debate with it. If you're learning to draw or write, a teacher's hand can't guide you. If you're learning to use a slide rule, no TV hand can reach out and point and say, 'It ought to be moved right here.' "

According to Carl J. Megel, president of the American Federation of Teachers, "television courses leading to degrees will cheapen every diploma earned by any resident student. They deprive him of the most beneficial and influential aspects of education: the teacher-pupil relationship." Last summer at its 40th annual convention the federation unanimously resolved that TV, however promising as an audio-visual aid, must not become the core of the curriculum: "We are unalterably opposed to mass education by television as a substitute for professional classroom techniques."



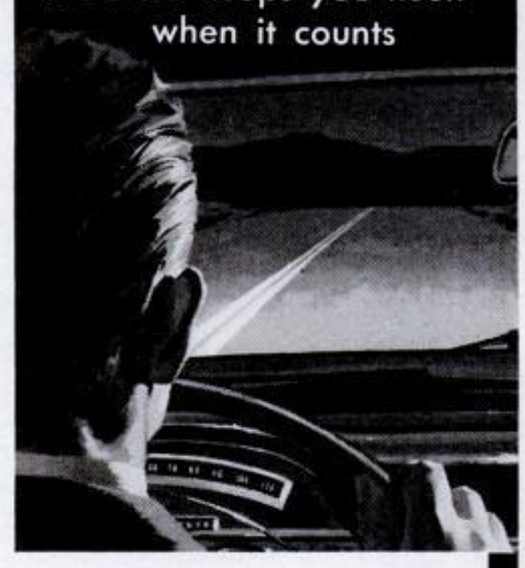
AGAINST TV is Carl J. Megel, head of American Federation of Teachers.

In reply to these objections, champions of televised teaching claim that teachers who back away from TV are simply not willing to face the realities of the present educational crisis. There is no danger that TV will throw them out of their jobs. Teachers will always be needed in classrooms to discuss and elucidate the programs their pupils see on TV. It is the shortage of teachers, say TV supporters, that makes imperative the need for a radical change from conventional teaching methods. Otherwise, to meet the coming crush of enrollment, the U.S. is going to have to dig up half a million more school and college teachers by 1965. No one imagines for an instant that any magic will make this host materialize, especially in a profession which

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Each Sunday Byron teaches a class for boys. Many of his evenings and week ends are devoted to Boy Scout work.

For a person who enjoys helping others, he finds his telephone work particularly satisfying.

"Whenever I watch those dial switches work," he says, "I get the feeling I'm at the nerve center of the community."

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is overworked, underpaid and constantly losing talented members to industry and other fields.

TV in classrooms, its proponents believe, is the only promising large-scale attack on the problem. It is not prohibitively expensive: it costs between five and twenty thousand dollars to install a closed circuit in a single school. A recent survey shows that nationwide TV setups, even at this early stage of development, would take the place of 100,000 extra teaching jobs—a saving of $500 million in salaries alone.

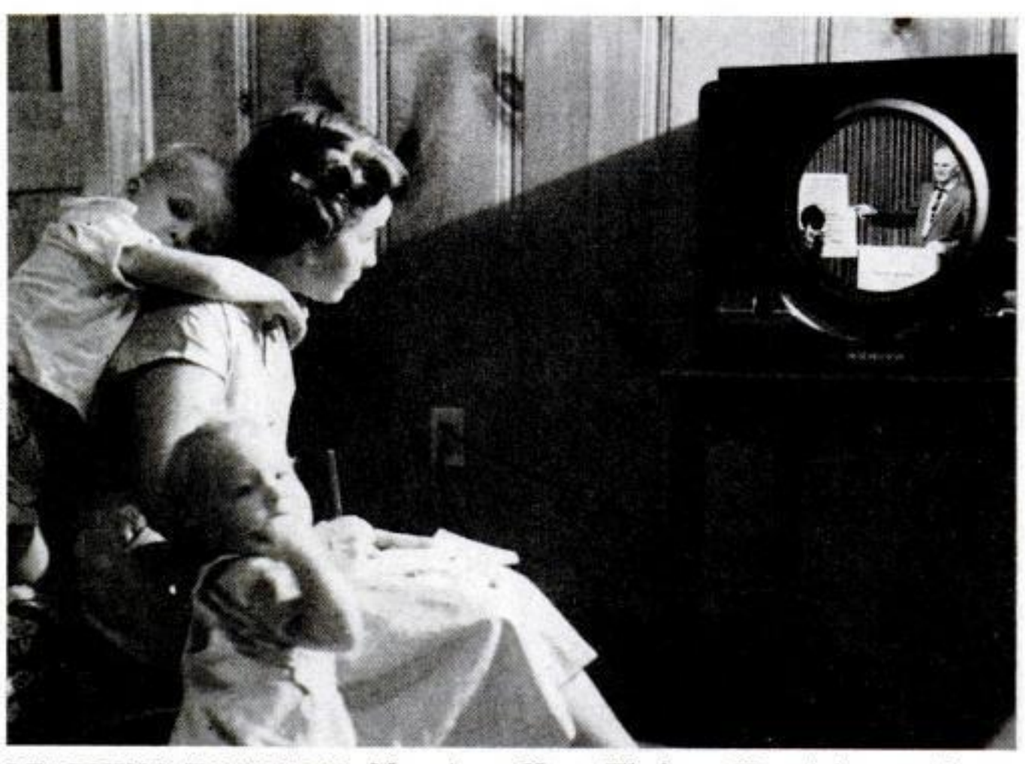
As for TV's effectiveness in teaching, in the school systems and colleges which use it, teachers and students are enthusiastic about the results they are getting with the new medium. At Pittsburgh and St. Louis, where TV-taught pupils were scientifically measured against pupils taught conventionally, the TV groups learned all subjects as well and several subjects even better than the others. Neither at elementary, secondary or college levels is there an indication so far that TV interferes with the learning process.

Because class discussion is an integral part of TV education, there is no basis for branding it as a passive kind of learning. New developments are making educational TV more active. In a closed system at Evanston, Ill. Township high school, special circuits enable pupils to interrupt the TV-teacher with questions.

Television can help in another way to relieve teacher shortage. Texas (*see picture below*) has begun to use it to teach the teachers and help tap a vast reservoir of unused teaching talent. It includes housewives with grown children, college graduates who would like to switch from other jobs to teaching, former teachers whose credentials have lapsed, or teachers with certificates from other states which do not fulfill Texas requirements. Since few of these people can arrange to fulfill their requirements at colleges, Texas this year is trying out the unique experiment of beaming a special instruction course into homes via television. Two hundred candidates have signed up for the course, which is broadcast statewide over 14 stations in 26 half-hour programs. The project is being financed by a $180,000 grant from the Fund for the Advancement of Education. Next June, after completing the course, writing some papers and passing examinations, 200 will get three-year emergency teachers' certificates. Afterwards, one or two semesters of on-campus work will secure them a permanent certificate.

If televised teaching is to succeed, its proponents argue, it must not be relegated to a subordinate role in the classroom. It must not become a mere visual aid, as the American Federation of Teachers recommends. Says Dr. Clarence Faust, president of the Fund for the Advancement of Education, "We cannot let televised teaching wind up as icing on the educational cake. It has to become an important part of the cake itself."

Resistance to their method does not dishearten the educational TVsters. They are sure that the pressure of events will soon make even the most vocal protesters adopt educational television as eagerly as a drowning man grasps his life preserver. Says Dr. Faust: "They say that some ancient Egyptians objected to the art of writing because it would dull men's memories. Centuries later some men fought against the art of printing because they feared it would undermine the authority of church and state. Now they are objecting to television because they think it will undermine teaching. But with the vast and urgent problems U.S. education now faces, American citizens cannot afford to neglect this new means of communication."



LEARNING TO TEACH, Mrs. Anne Hays, Weslaco (Texas) housewife enrolled in TV teacher training program, attends TV lecture in neighbor's home.

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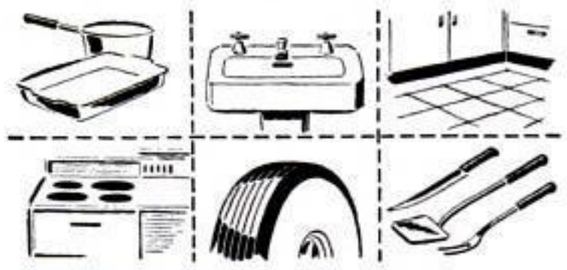
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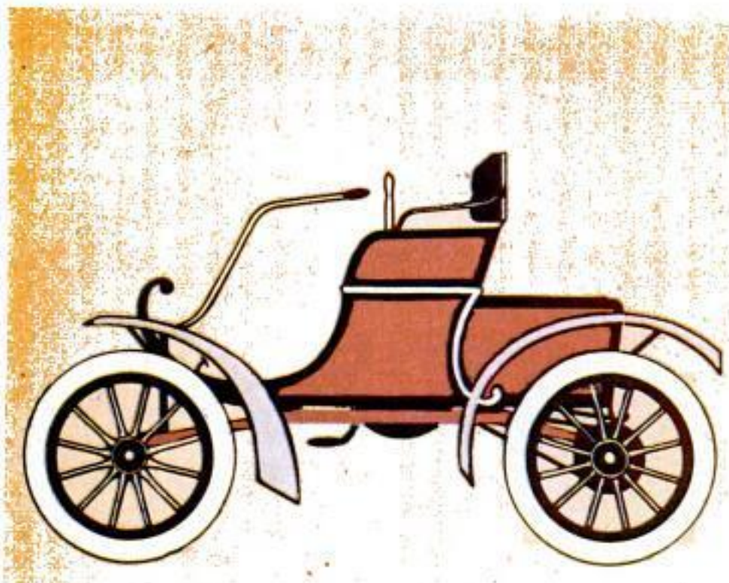
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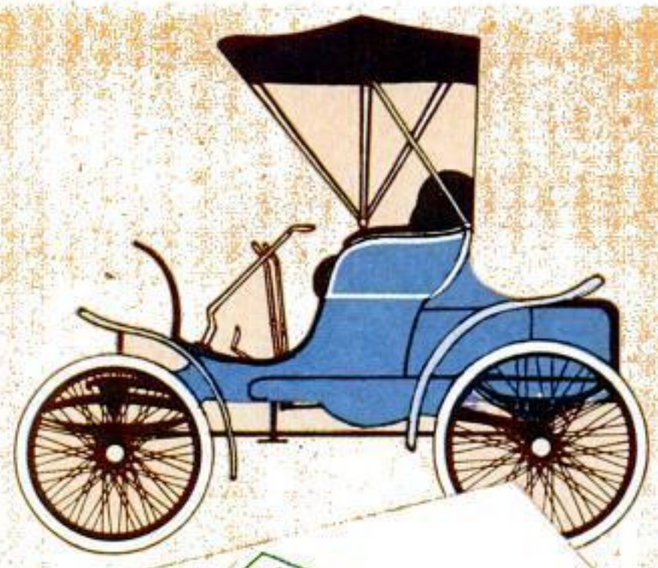
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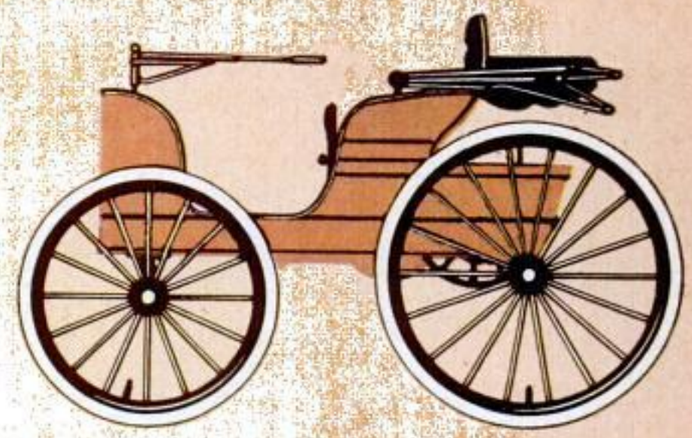
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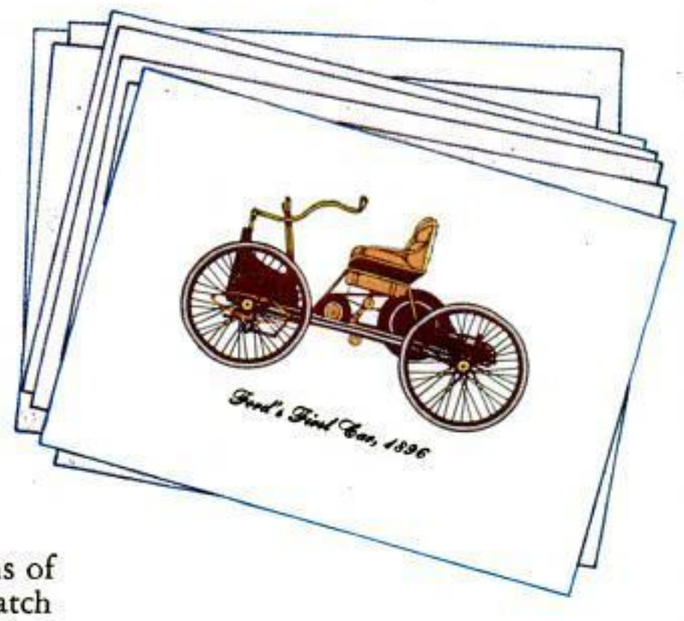
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WEARING A FAVORITE MASK, SAM HAMMERS FOR ATTENTION ON THE BACK OF ACTOR ROCK HUDSON WHO PLAYS THE ROLE OF DEAN HESS IN "BATTLE HYMN"

A SAGA OF SAM AND A COLONEL

When Universal Pictures set out to make *Battle Hymn*, a haunting story of a gentle warrior, it imported 25 Korean orphans to Hollywood as extras—and thus America acquired Sam. Sometimes called the Tiger, but by rights called Jung-Kyoo Pio, Sam was 5 years old, uninhibited, chubby and charming. He was also a clown who could steal scenes away from veteran actors and usually leave them happy. Up until the time he came to America, Sam had been living in an orphanage in Cheju, Korea, founded by Colonel Dean Hess, a clergyman turned combat flier (*pp. 140, 143*) whose story, originally set out in an autobiographical book, is now told in *Battle Hymn*.

In Korea, Hess, training officer and battle leader for the newborn ROK air force, was a busy man. But between missions he found time to snaggle rations for the orphanage that would shelter Sam. A childless American couple, Harold and Terry Friar, saw Sam in Los Angeles and loved him. He had already made some adjustments to America. He loved comic books and ice cream. So the Friars adopted him and soon Sam had them eating a seaweed supper, an old Korean delicacy. They have grown quite fond of it since.



A MASTER MUGGER, Sam grimaces from arms of Korean Philip Ahn, a veteran Hollywood actor.

GLEEFUL GIGGLES erupt as Sam is lofted in arms of Saul Goldberg, movie's chief of transport.

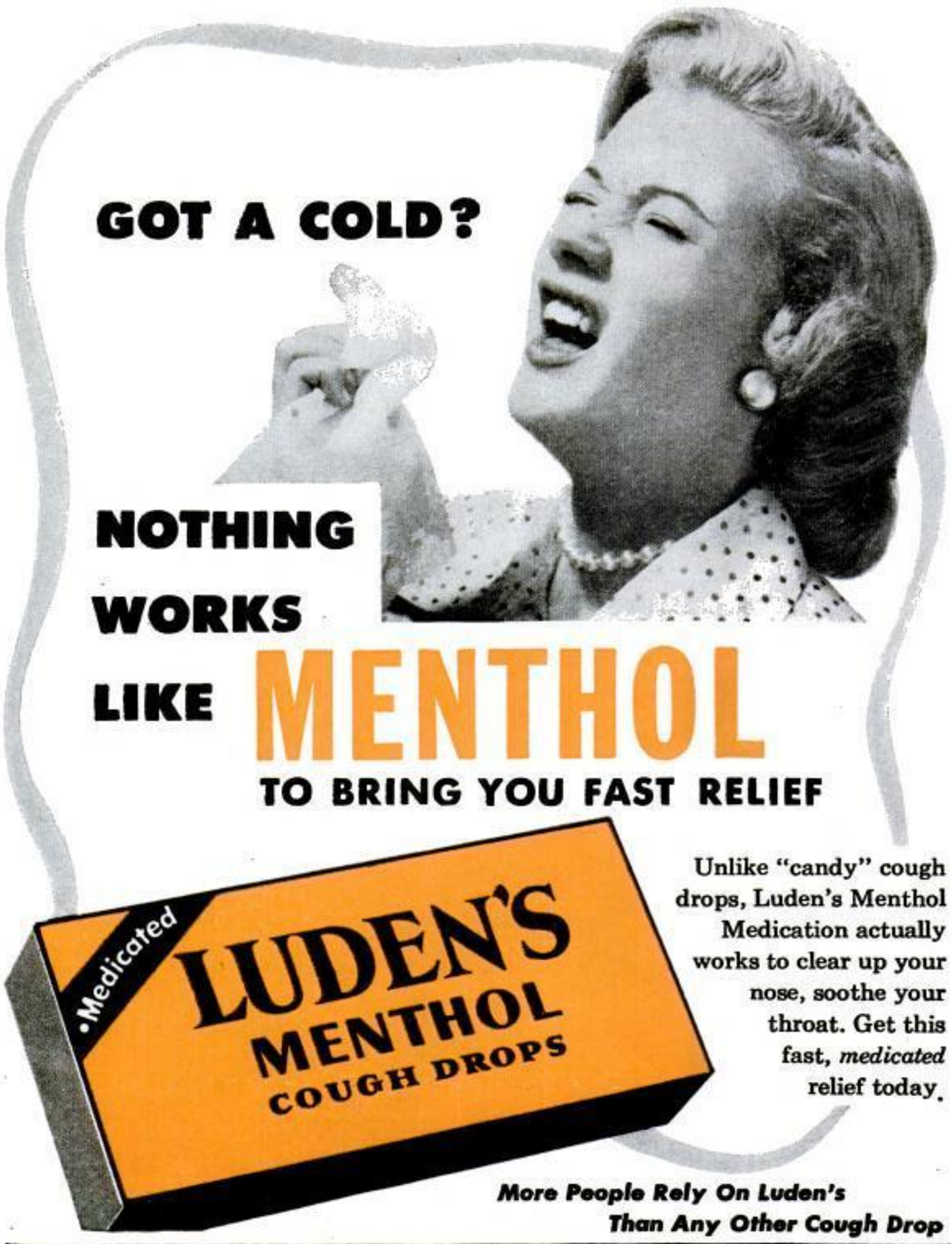


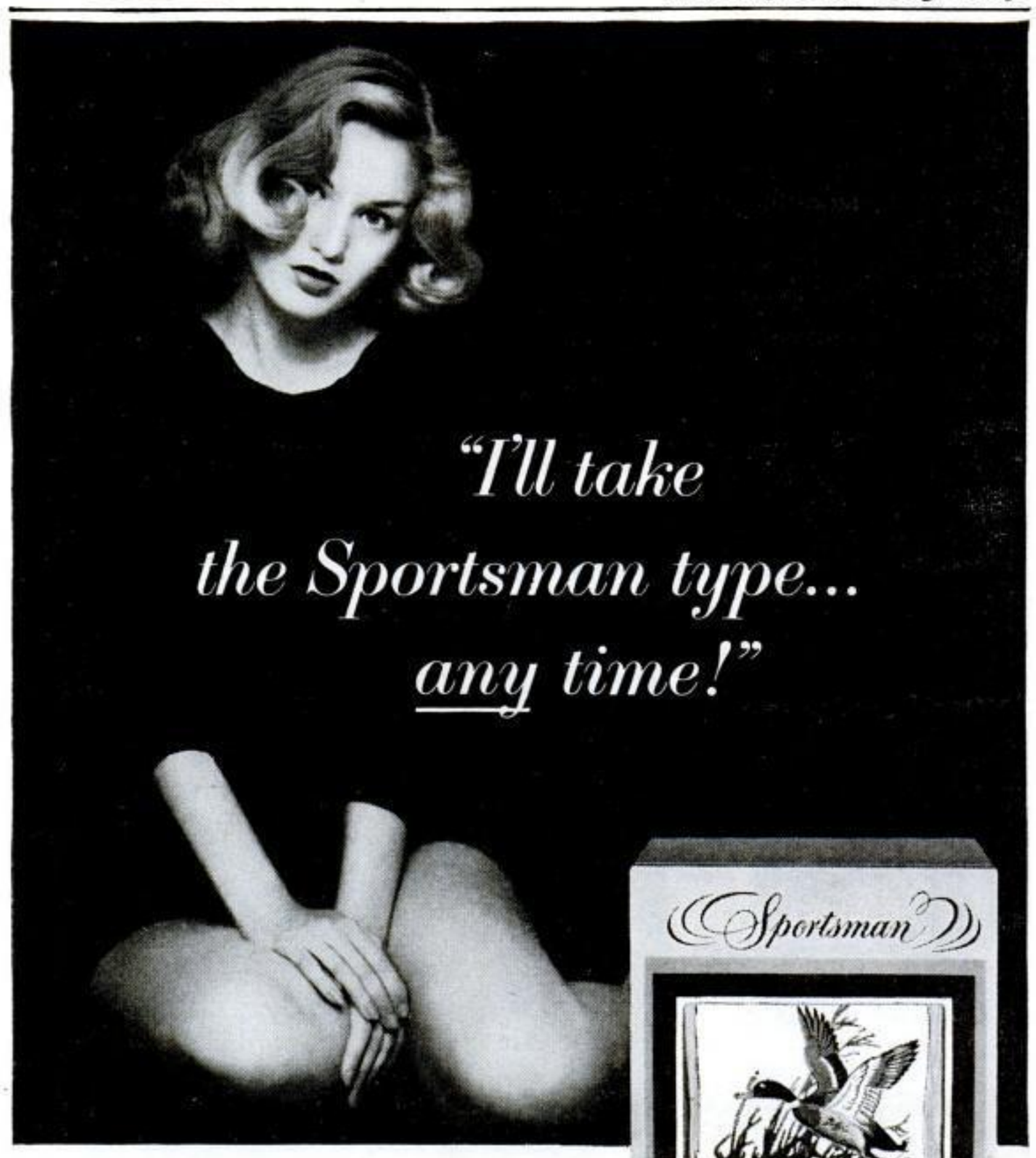


SOBER THOUGHT overtakes Sam as he peers into the view finder of Phil Lathrop's movie camera.

CONTINUED 137

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Man's idea: rugged after shave lotion, with just enough sting to make you shiver ...a little. 150 proof, made to use every day...or as often as you shave. $1. plus tax.

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SAM FINDS HAPPY ENDING



THE FRIARS, mother Terry, son Sam, father Harold, sit together in their Inglewood, Calif. home. Mr. Friar is a model builder for a machine company



AN ATHLETE, Sam plays in schoolyard. He is being kept in the kindergarten until he achieves better control over his fast, fluent but fuzzy English.



SPRUCING FOR SUPPER, Sam struggles with a shirt. His new mother watches but does not help. Sam learned about Western dress in the orphanage.

CONTINUED

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PUZZLERS AND SCRABBLE FANS! HERE'S 600 CHANCES TO WIN

A GEMEROY SUPERVISED CONTEST

$58,000

SEND $2 DONATION
WITH PUZZLE ANSWER AND QUALIFY TO WIN
$3,500.00

$495,000 GIVEN IN PREVIOUS GEMEROY CONTESTS!

$20,000.00 GRAND AWARD

Here's a newly devised Gemeroy-Managed puzzle that has "caught on" in a sensational manner with contest fans everywhere. It's "tops" in fun and entertainment... as well as offering an honest-to-goodness opportunity to win up to $18,000.00, plus $2,000.00 extra bonus money... 600 fabulous prizes totalling $58,000.00 are open for competition. And best of all...everything you need to get started in this exciting "scrabble-type" game is right here on this page! So if you're "yearning" to increase your "earning" power, without leaving the comfort of your own home, enter this stimulating NEW puzzle contest right now. The First Prize cannot be less than $3,500.00—and if you are lucky, your Grand Award can be the magnificent sum of $20,000.00.



STUDY ABOVE SPECIMEN SOLUTION. Words used here in this sample solution are different from those in the official Master List, but the Key Word "SOCRATES" and the Key Letters are the same. The 15 sub-totals when added together, produce a 754 score here. This Grand Total score thus has no significance whatsoever and is not intended to mean such score is either higher or lower than the Grand Total possible in the Official Puzzle below.

EXTRA PUZZLE CHARTS SENT FREE ON REQUEST

Why this Amazing Offer?

THIS FUND RAISING CAMPAIGN, sponsored by the Seattle Greek Youth Center, has for its purpose enlisting your financial support for their newly announced Building Program. The Greek Community of Seattle, Inc.—originally organized in 1921 by the Greek-American World War I Veterans upon their return home after serving in the American Armed Forces, was established to serve the social and cultural needs of these New Americans. *Since that time, the younger element of the Seattle Greek Community has increased 400-fold.* The present Board of Trustees now finds it impossible to maintain proper progress with the outdated facilities of 36 years ago. *A New Youth Community Center is therefore an urgent necessity.* Provided with the space and facilities to meet the growing demands of a healthy younger generation, such a center will be a dream fulfilled for the entire Seattle Greek-American Community. By giving your support to this long-planned project, your contribution will not only erect a building but will help build better citizens for tomorrow.

MASTER WORD LIST

BERLIN	JAKARTA	PINEAU
CLARK	JENNER	SAAR
CLAY	JOHNSON	SALK
DONOVAN	KIMBRO	SKAGIT
ESTONIA	LAUSCHE	SLAVSKY
GANDHI	LHASA	SUKARNO
GRAHAM	MOLLET	VIENNA
HAYS	NAPLES	WAGNER
HEARST	NEHRU	YAMUL
ITALY	PARIS	ZURICH

HERE'S HOW TO WORK THE PUZZLE

To solve this easy puzzle, just fill in all the blank white squares in the puzzle chart with letters to spell interlocking words. Select words only from the Master List above—spelling from top to bottom for vertical words and left to right for horizontal words. Use no word twice and one letter to a square. The Key Word SOCRATES and the Key Letters spotted on the chart remain in the positions shown. To get a proper start, choose a 7-letter vertical word to interlock with the "O" in SOCRATES in which the 4th letter will be "O" and the 7th letter "A". *It is clear ESTONIA must be the word needed here.* Next, select a 5-letter horizontal word whose 3rd letter interlocks with the "A" in ESTONIA. Following this, pick out a vertical 6-letter word with 2nd letter interlocking with the "E" in SOCRATES and whose fifth letter will be "I". Proceed in this same manner until you have found the remaining 17 necessary words in order to fill all the blank squares with words. (Study above specimen solution carefully and you should have no difficulty achieving a qualifying score.)

HOW TO ADD UP YOUR GRAND TOTAL SCORE

Each letter used in your puzzle is given a definite point value (see letter value chart) and all the interlocking letters shown in the circled squares are allowed triple (3 times) their regular value. To arrive at the Grand Total value of all the letters, first add across the letter values in each horizontal row and place such sub-total in each rung of the long ladder-like column at the right side of the puzzle. The Grand Total —being the sum of the 15 sub-totals shown in the 15 rungs of the ladder—should then be placed in the space specified "GRAND TOTAL VALUE OF ALL LETTERS". ***This Grand Total is simply the total value added together of all the letters in all the letter squares in the entire puzzle, including the triple values in the circled squares.***

The object, when all blanks are filled with letters, is to obtain the highest possible Grand Total. Pen, pencil or typewriter may be used.

LETTER VALUES	
A-5	
B-8	
C-6	
D-7	
E-5	
F-8	
G-5	
H-9	
I-5	
J-8	
K-6	
L-9	
M-6	
N-6	
O-6	
P-7	
Q-8	
R-4	
S-6	
T-8	
U-4	
V-9	
W-4	
X-9	
Y-9	
Z-9	

TIEBREAKER MAILED IMMEDIATELY

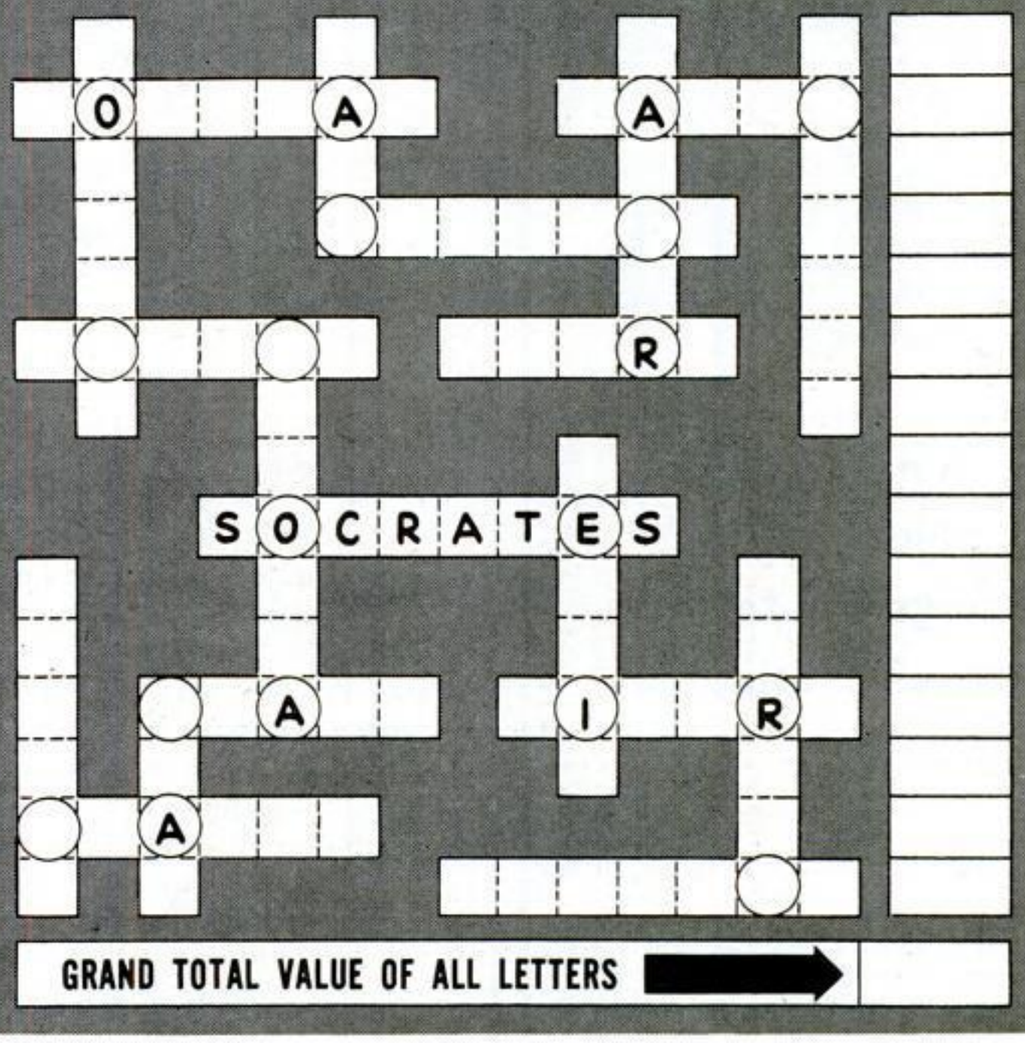
Each contestant who submits a Grand Total within 25 points of the correct score, accompanied by a $2 donation, will be eligible to progress immediately to the Semi-final Tiebreaker. If qualified under the 25-point rule, your Semi-final Tiebreaker will be hurried at once to you by First Class Mail. This Semi-final Tiebreaker is similar to the Initial Puzzle, but contains more word-sections. You will have the option of "stepping up" your $2 donation whereby First Prize can be increased to $5,000.00, $7,000.00, $10,000.00 or even as much as $20,000.00 Grand Award. By the popular "Qualifying Score Rule", any wide-awake puzzler can qualify for the "Finals" since all who achieve a score in the semi-finals, within 100 points of the maximum score, advance to the Final Tiebreaker, to be released July 27th, 1957. If necessary, consecutive "Run-Off" Final Tiebreakers of the same type (not to exceed 2 more) will be employed to determine the 600 Prize Winners. No added donation required from contestants who qualify for the "Finals", unless they elect to do so. *Thus it is possible to win $3,500.00 First Prize without adding a penny to your initial $2 donation.* **Residents of United States, Canada, Alaska, Hawaii, Puerto Rico and members of the American Armed Forces are eligible to enter.**

MAIL PUZZLE SOLUTION TO
G. F. GEMEROY, 814-2nd AVE., SEATTLE, WN.

Subject to Federal, state and local regulations.

CLIP OUT AND MAIL CHART WITH COUPON

NAMES-IN-THE-NEWS PUZZLE



SEND $2 DONATION WITH YOUR SOLUTION

Above is my score for this Crossword Puzzle, and enclosed is my $2 donation for the Seattle-Greek Community Building Fund. **I understand that my Semi-final Tiebreaker is to be mailed to me at once provided my answer is within 25 points of the correct total.**

NAME.....

ADDRESS.....

CITY OR P.O.....STATE OR PROV.....

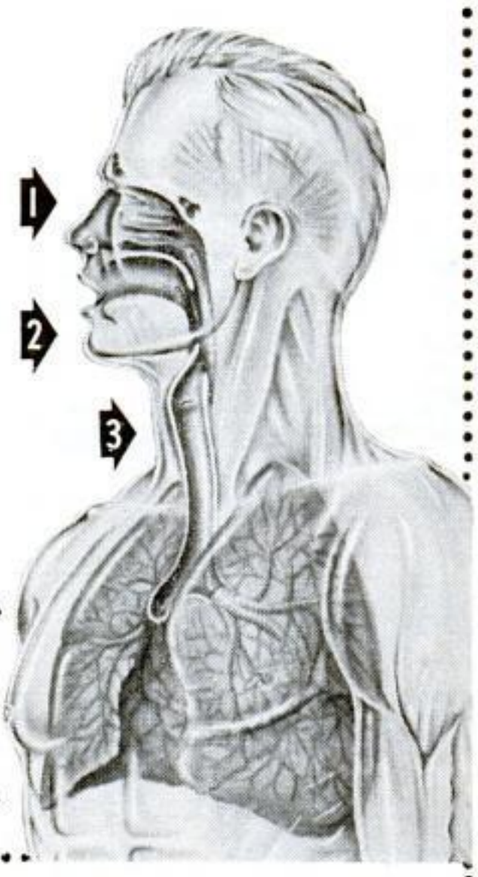
Send cash, M. O. or personal check to G. F. GEMEROY, Contest Director, 814-2nd AVENUE, SEATTLE 4, WASH.

DEADLINE for entries extended to April 30, 1957. LE

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Coldene
Attacks the 5 stages of the common cold

1 SNEEZING, SNIFFLES
2 STUFFY NOSE
3 SORE THROAT
4 CONSTANT COUGHING
5 TIGHT CHEST MUSCULAR ACHES



A new idea in cold medicine. Brings you feelable relief in minutes

IT'S LIQUID—goes to work faster

IT'S POWERFUL—unites the powers of several *proved* ingredients

IT'S COMPLETE—takes the place of nose spray, antihistamine, gargle, cough syrup, chest rub and pain reliever

ONLY $1.00



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Pharma-Craft Company
Batavia, Illinois



WITH THE REAL HESS, who helped with filming of *Battle Hymn*. Sam laughs after rehearsing scene in which children climb aboard evacuation plane.

THE MOVIE'S REAL HERO FLIES BY FAITH

by JOHN DILLE

Children are one of Colonel Dean Hess's three passions. The others are his flying and his faith. In Korea, where as a LIFE correspondent I came to know Hess well, he paid attention to all three. He flew 250 combat missions in Korea, and in one afternoon near Taejon he led an attack which knocked out so many enemy tanks he was officially credited with "turning the tide of battle." But even in the days of heaviest battle he found time to collect and care for hundreds of Korean orphans. And every night he read from his Bible.

Dean, who is now 39, began to practice his faith early, giving his first sermon at the age of 16. He began to fly while still at Marietta College in Ohio. Later, as a minister in the Church of the Disciples of Christ, Hess became a flying preacher, traveling from one Ohio town to another in a Piper Cub to preach the Gospel. "Flight," he told me once, "brought me many times closer to God."



IN KOREA Hess wore helmet with U.N. emblem.

When World War II began, Dean first thought of becoming a chaplain. But instead he gave up preaching and joined the Air Corps to fight. "If we believe our cause is just," he explained to his startled congregation, "how in all conscience can I ask others to fight for it—and for me—while I stay out?" He flew a P-47 in Europe. And once, on a combat mission—as is shown in a scene in *Battle Hymn*—he accidentally bombed and demolished a German day school. The experience shook Dean profoundly and friends think perhaps his devoted care of Korean orphans years later traces back to it.

After the war Dean tried to resume preaching. But when the Air Force asked him to help out as a peacetime personnel officer he put his uniform back on and wound up eventually at a desk job in Japan. When the war broke out in Korea he begged for sterner duty. He was given a handful of old planes and some green South Korean cadets and told to put them together into an air force. But his American superiors were too busy with a going war to supply Hess and his men with food, shelter, beds and even bombs they needed. In a characteristically resourceful move, albeit an unbiblical one, Dean scrounged another unit's jeep, tacked on a pirated trailer and had it loaded with purloined rations to keep his unit from starving.

Hess was an unorthodox officer in many ways. He did not smoke. His strongest cuss word was "darn." And though he kept liquor in his Spartan quarters, it was reserved for friends who dropped in from the front to get warm, grab a good meal and catch up on sleep. Physically, Dean is thin and wiry. Emotionally, he is intense. But this intensity shows up chiefly in a look of steely concentration in his eyes. He never acted like a parson, though he was mild and almost shy in his relations with everyone. His men toed the line out of respect for Dean Hess rather than for any brassy directives on his part.

But in the air Hess was fierce. Once, flying alone on an emergency

CONTINUED



These airlines...

will get you there with speed and luxury by Douglas

Listed below are the leading airlines that fly the fast, luxurious, four-engine Douglas DC-6, DC-6B, or new DC-7 series airplanes:

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*ALASKA AIRLINES
ALITALIA
AMERICAN AIRLINES
AUSTRALIAN NATIONAL AIRWAYS
BRANIFF INTERNATIONAL AIRWAYS
BRITISH OVERSEAS AIRWAYS CORP.
CANADIAN PACIFIC AIR LINES
CATHAY PACIFIC AIRWAYS
CONTINENTAL AIR LINES
DELTA AIR LINES
EASTERN AIR LINES
JAPAN AIR LINES
KLM ROYAL DUTCH AIR LINES
LINEA AEREA NACIONAL DE CHILE
LINEE AEREE ITALIANE
*MARITIME CENTRAL AIRWAYS, LTD.
MEXICANA DE AVIACION
NATIONAL AIRLINES
NORTHEAST AIRLINES
NORTHWEST ORIENT AIRLINES
PANAGRA
PAN AMERICAN WORLD AIRWAYS
SABENA BELGIAN WORLD AIRLINES
SCANDINAVIAN AIRLINES SYSTEM
SOUTH AFRICAN AIRWAYS
SWISSAIR
TASMAN EMPIRE AIRWAYS LTD.
†TRANS AMERICAN AIRLINES
†TRANS CARIBBEAN AIRWAYS
TRANSPORTS AERIENS INTERCONTINENTAUX
UNION AEROMARITIME DE TRANSPORT
UNITED AIR LINES
WESTERN AIR LINES

Cargo Service Only
FLYING TIGER LINE
*RIDDLE AIRLINES
SLICK AIRWAYS

Supplemental Air Carrier
*LOS ANGELES AIR SERVICE
*NEVADA AERO TRADE
*OVERSEAS NATIONAL AIRWAYS

*Flying soon †Certificate applied for

More people and more airlines fly Douglas than all other airplanes combined



DC means DOUGLAS

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A place in the sun_more time to enjoy it...by DC-7

Whatever your reason for getting there sooner...

Take the DC-7__world's fastest airliner

With its top speed a remarkable 410 miles an hour, the DC-7 wings you with velvet swiftness across the oceans, across the continents—anywhere in the world!

There's unbeatable luxury and comfort, too. The spacious DC-7 cabin is pressurized, air conditioned, soundproofed and tastefully appointed to make your travel completely restful.

Next trip, get there *sooner*, more *comfortably*—by DC-7. See why *more* people and *more* airlines fly Douglas than all other airplanes *combined!*



DOUGLAS

BUILDER OF THE DC-8 JETLINER

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QUICK COOKED CORN IS HERE

We don't have to tell you how right the cooking experts are. To keep flavor and vitamins in, cook vegetables *quick!*

Now the Green Giant is doing it with Niblets Brand corn.

His different new pressure cooker makes it possible. The corn streaks along a mile of spiral track under high heat. In next to no time, it's cooked!

The difference is almost beyond belief.

Here is canned corn that tastes and nourishes like you picked it today. New quick-cooked Niblets. Try it. Simply heat, serve, and feast.

Our "Mr. 5 x 5" can *(it's as wide as it's tall) tells you this corn is vacuum packed. Every kernel stays crisp. You get as many servings as in taller liquid-packed cans. And you don't pour vitamins and minerals down the drain.*

NIBLETS BRAND
CORN
the quick-cooked corn

Green Giant Company, headquarters, Le Sueur, Minnesota; Green Giant of Canada, Ltd., Tecumseh, Ontario. "Niblets" Brand Reg. U. S. Pat. Off. © GGCo.

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WITH SYNGMAN RHEE, Hess wears the Order of Military Merit, Korea's highest military honor, which the president awarded him as he left for U.S.

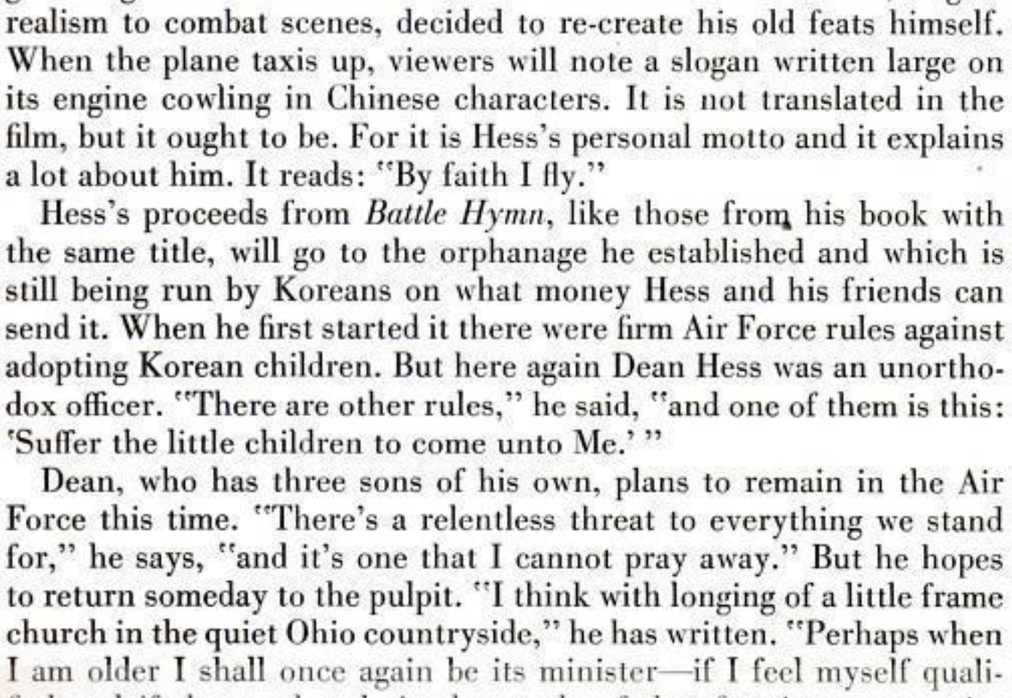
SAGA OF SAM CONTINUED

mission to pin down an enemy force, Dean ran out of ammunition and angrily threw a shoe at the invaders. As a training officer Hess was not even supposed to fly in combat. But he evolved something he called an "on-the-job" training program. He would lead his ROK pilots out over enemy terrain and dive in first over enemy targets to show his pupils where to drop their bombs. Though his plane was hit several times, Dean himself never suffered a scratch. The Koreans called him "Mister United States" and gave him the highest awards they had to offer—including a live ox, which is the traditional Korean prize for invincibility. Dean gave the ox to a needy farmer.

Moviegoers who see *Battle Hymn* might like to know that whenever an F-51 bearing the number 18 appears it is being piloted by Hess himself. He used this number in Korea. Dean took time off from a Pentagon assignment to serve as technical adviser on the film and, to give realism to combat scenes, decided to re-create his old feats himself. When the plane taxis up, viewers will note a slogan written large on its engine cowling in Chinese characters. It is not translated in the film, but it ought to be. For it is Hess's personal motto and it explains a lot about him. It reads: "By faith I fly."

Hess's proceeds from *Battle Hymn*, like those from his book with the same title, will go to the orphanage he established and which is still being run by Koreans on what money Hess and his friends can send it. When he first started it there were firm Air Force rules against adopting Korean children. But here again Dean Hess was an unorthodox officer. "There are other rules," he said, "and one of them is this: 'Suffer the little children to come unto Me.' "

Dean, who has three sons of his own, plans to remain in the Air Force this time. "There's a relentless threat to everything we stand for," he says, "and it's one that I cannot pray away." But he hopes to return someday to the pulpit. "I think with longing of a little frame church in the quiet Ohio countryside," he has written. "Perhaps when I am older I shall once again be its minister—if I feel myself qualified and if the good and simple people of that farming community will accept me in spite of all that I have done in an airplane."



IN FAREWELL TO BENEFACTOR two orphans Hess cared for present him with handkerchiefs in Korea. Girl on right appears with Sam in movie.

Make a date with
MURIEL
the light cigar

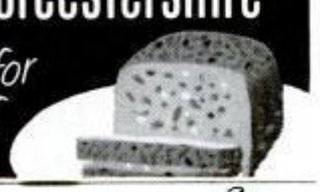
Muriel hits the right note for real smoking enjoyment. It's the cigar made light to smoke easy, taste rich, never heavy. Make Muriel the light of your every day.

Never heavy to your taste!



MURIEL CIGARS 10¢ EACH

A-1 Worcestershire
Flavor hike for Meat Loaf



TATE'S
BULL DOG
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MFRD. BY E. H. TATE CO. • BOSTON
AT LEADING CHAIN AND HARDWARE STORES



BOILTEX
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THE INCOMPARABLE
Signet
SPORT SHIRT

The meticulous tailoring, styling, and superior fabrics make Signet a fashion-must for every man's wardrobe.

Vanguard
America's top sport and dress shirt value in a broad range of fabrics, colors and styles.

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makers of top value sport and dress shirts

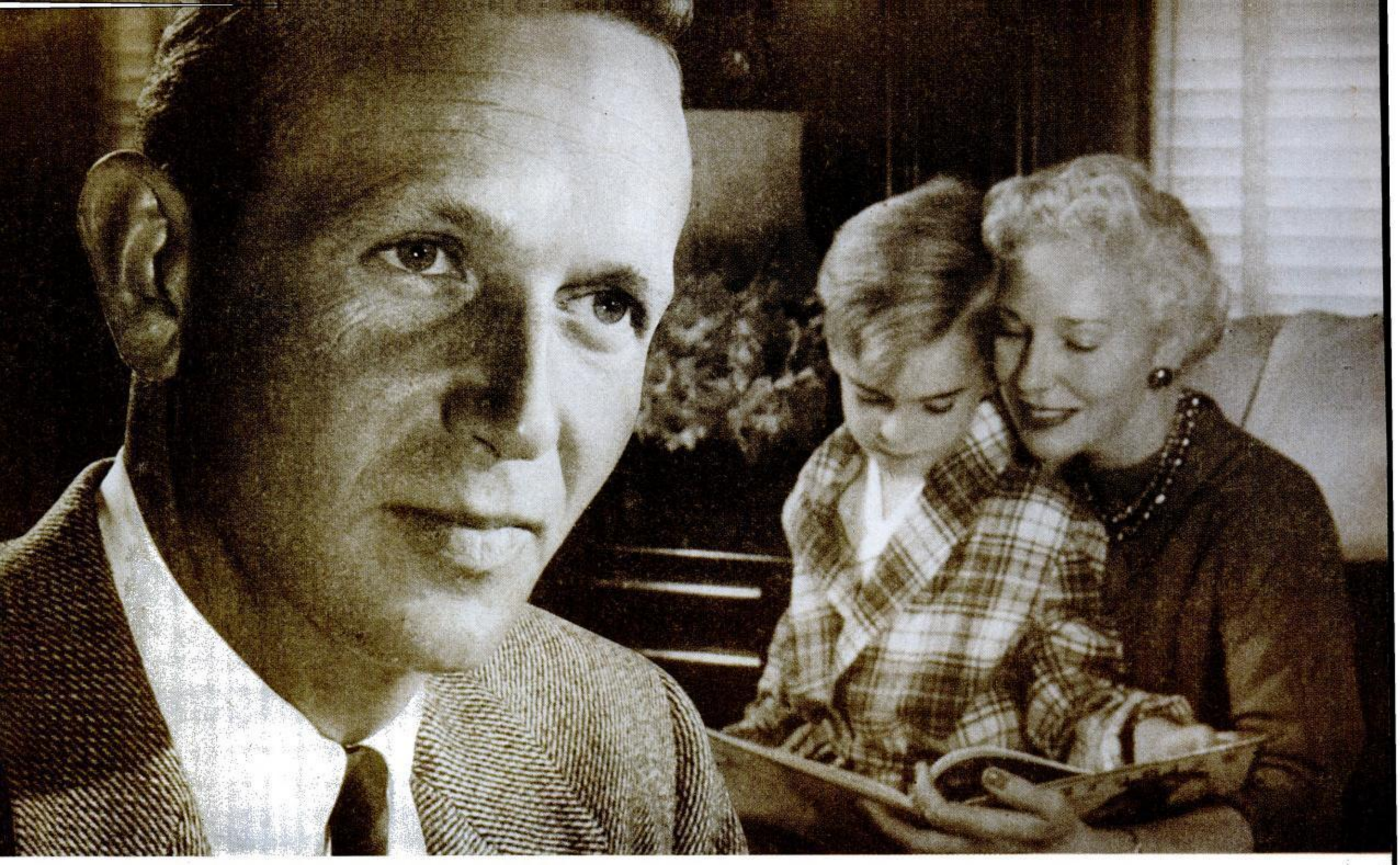
Clues to Gaines $50,000 "Grandfather" Contest
(see pp. 64 & 65)

1. *Bobo* started on Gaines in 1946—way before *Champ* was a pup.
2. Isn't it wonderful how youthful *Peggy* still looks—and at her age, too!
3. Who'd ever guess that *Lily* is four times older than *Susie*!
4. *Pirate* had a big head start on *Drum*, but now they both thrive on Homogenized Gaines Meal.
5. Young *Bonnie* started on Gaines just two years ago.
6. Doesn't *Susan* still look as young as high-spirited *Heidi*?
7. *Dolly* had lots of fun at *Buzzy's* first birthday party last year.
8. Young *Tony* wants to grow up just like *Chess*—a lively, alert Gaines-fed dog!



Gaines nourishes every inch of your dog.

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Perhaps I can make it up to her...

My wife's a pretty wonderful person.

I wasn't earning much when we got married. And for quite a while afterward, I wasn't exactly what Grandmother would have called a "good provider."

Nobody ever did a better job of getting along with second-hand furniture and bargain-sale clothes than Fran did. And she could rave about somebody else's new curtains or party dress without even looking wistful.

It hurts a woman, though, not to be able to do things nicely. I remember one night I brought my boss home, and our knives and forks didn't match. She deserved a medal for the way she carried that one off.

Things are a little different now. And for her birthday I'm giving her the complete service of the International Sterling she's always wanted.

I know she loves the new Rhapsody pattern. It's beautiful, all right. And it's real silver through and through. I like to think it will say for me all the things that, somehow, I never can get past my throat.

—•—

When you choose *your* family silver, be sure to see *Rhapsody* in International Sterling. Never before has such free-sweeping rhythm been captured in solid silver!

• The swirling motif is sculptured with bold, yet sensitive artistry. See how the graceful lines *flow into* and *form* the exquisite details.

Rhapsody is *living* silver—and it is silver to *live with*. Warm and glowing with color . . . heavy in weight, perfectly wrought.

There are many International Sterling patterns. You can buy a place setting at a time, or get your "Family Living Set"—a 42-piece service for 8 in a handsome chest. Pay for it later, if you wish. Just a few dollars a week.

International Sterling

The solid silver with beauty that lives forever

International sets the loveliest tables in America

New RHAPSODY

PRELUDE

SILVER MELODY

ROYAL DANISH

ALL PATTERNS MADE IN U. S. A.
Many available in Canada.
The International Silver Company,
Meriden, Connecticut.

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IN A CLOUD of smoke from the 80 candles, Irénée du Pont cuts his frosted, eight-tiered cake, helped by Mrs. Ernest May Jr., wife of his eldest grandson.

DU PONT PATRIARCH'S GAY 80TH

Only really special occasions bring together any large number of the far-flung du Ponts. But when Irénée du Pont had his 80th birthday, there was a great marshaling of the clan in the Gold Ballroom of Wilmington, Delaware's Hotel du Pont. Present to honor their patriarch were 300 du Ponts, including seven of Irénée's eight children and most of his 35 grandchildren.

Irénée's great-grandfather founded the original Delaware gunpowder mills. It was Irénée and his two late brothers, Pierre and Lammot, who expanded E. I. du Pont de Nemours & Co. into the world's largest chemical corporation with annual sales of almost $2 billion. Irénée retired as president 30 years ago complaining that he was "slowing down," though he is still a director and honorary chairman of the board.

Even at 80, Irénée was the spriest man at the party, cutting a cake huge enough for his 80 candles, joking gaily with his friends and relatives, and whirling through almost every dance of the evening. At 1:30 a daughter told him that the party was over. "Oh," said Irénée, beaming, "I thought it had just begun."

CONTINUED 145

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No Other Leading Toothpaste

CLEANS CLEANS CLEANS

YOUR BREATH *while it*

GUARDS GUARDS GUARDS

YOUR TEETH

Like Colgate Dental Cream!

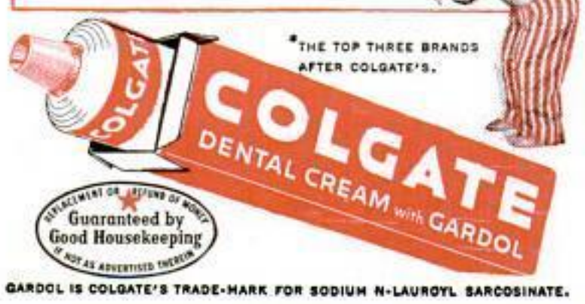


Because No Other Leading Toothpaste Contains GARDOL TO GIVE YOU LONG-LASTING PROTECTION AGAINST BOTH BAD BREATH AND TOOTH DECAY ...With Just One Brushing!

Unlike other leading toothpastes, Colgate's forms an invisible, protective shield around your teeth that fights decay all day . . . with just one brushing! Gives you a cleaner, fresher breath all day, too! Ask your dentist how often to brush your teeth. But remember! No other leading toothpaste* cleans your breath while it guards your teeth like Colgate Dental Cream with Gardol!

SAFE for Children of All Ages!
to Use in All Water Areas!
Makes teeth whiter—
cannot stain or discolor!





*THE TOP THREE BRANDS AFTER COLGATE'S.

Guaranteed by Good Housekeeping

GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAUROYL SARCOSINATE.



FUNNY STORY by Irénée (*right*) amuses Board Chairman Walter S. Carpenter Jr. and Mrs. A. Felix du Pont Jr.

JOKING at dance (*below*), Irénée pauses with Mrs. J. P. Laird, wife of engineer, and son-in-law, Bruce Bredin.



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For the taste of your life
. . . "Go first class"
with Miller High Life

THE CHAMPAGNE OF BOTTLE BEER

© Miller Brewing Co.
Milwaukee, Wis.

Miller HIGH LIFE

Tune in "WIRE SERVICE" ABC-TV
COAST-TO-COAST

Brewed and Bottled By The Miller Brewing Company ONLY . . . *and* ONLY *in Milwaukee, Wisconsin*

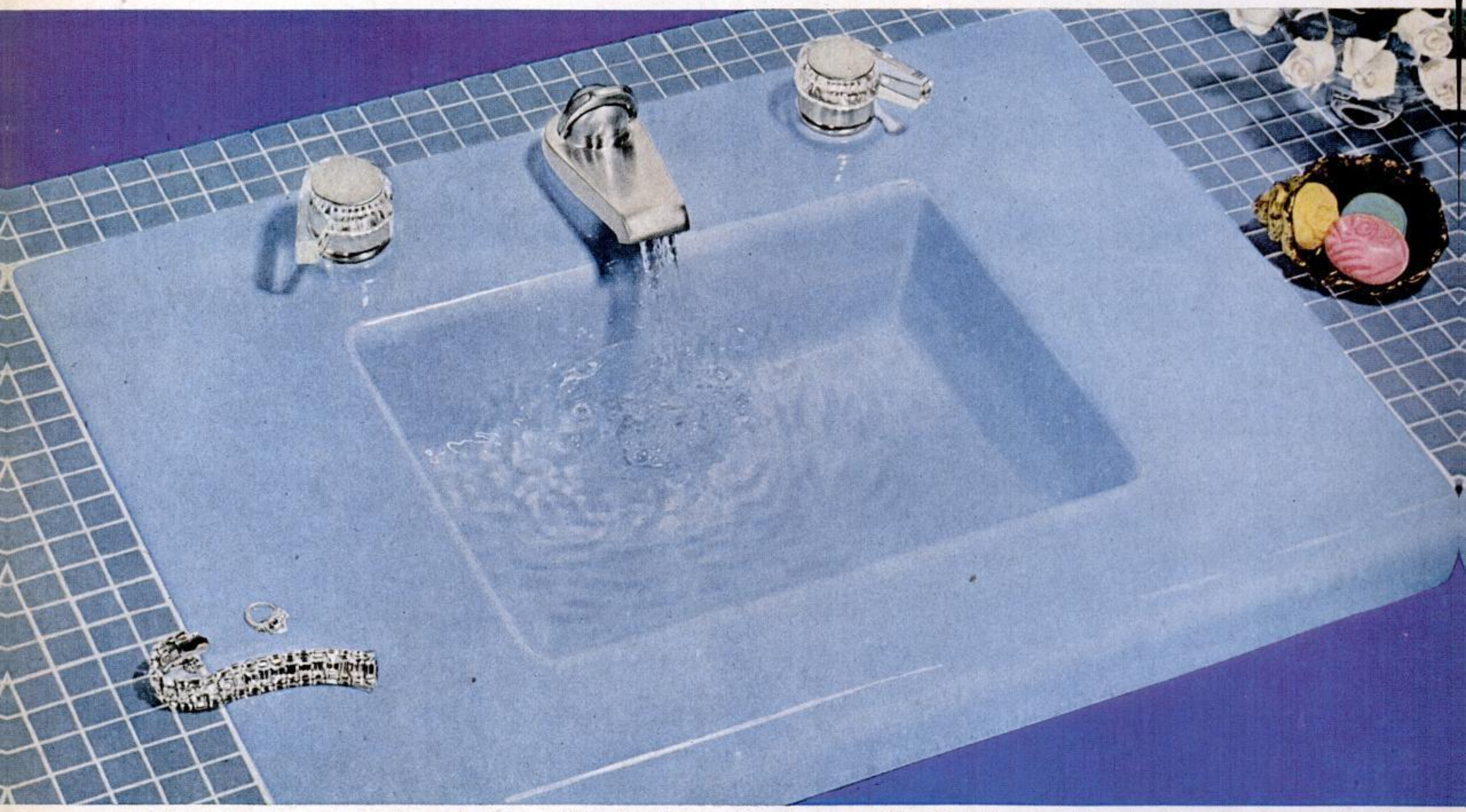
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CRANE

The touch of luxury *every* home can have



***New and very distinctive**—the first wing-type handle sculptured out of clear Lucite. Designed especially for Crane's Criterion lavatory. Just a light touch (which operates the Dial-ese control) turns the water on or off.*



***Criterion.** Most luxurious lavatory made. Presented Gold Medal by Architectural League of New York. Seven beautiful colors and white. Shown in Sky Blue. Prices in white start at $120.50.* Other Crane lavatories from $37.65.**



A bright new Crane bathroom gives you the same feeling of satisfaction you get from owning fine silver or china—or even a fine car.

Yet Crane, for all its beauty, doesn't cost any more. The fixtures just look that way because they're so attractively styled by designer Henry Dreyfuss. And because each piece is hand-finished to give a lifetime of satisfaction.

So why settle for less when you build, buy, or remodel? Ask your dealer for Crane. America's first choice for color and design.

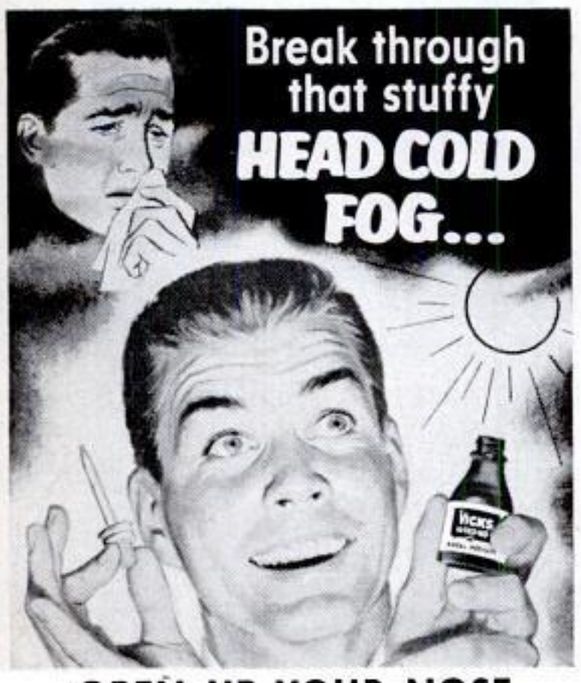
CRANE CO., 836 South Michigan Avenue, Chicago 5, Illinois

VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING

***Bath with built-in dressing room.** Notice the two Crane Drexel lavatories and the roomy counter-top. Each lavatory in Pale Jade. Prices in white start at $78.85.**

**Suggested prices, ready to install. Lavatories are lustrous vitreous china.*

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OPEN UP YOUR NOSE

Breathe Again!

When a cold stuffs up your head and it's hard to breathe, just put a few drops of Vicks Va-tro-nol up each nostril as directed. Instantly, you feel a refreshing tingle. The swelling goes down, the irritation is soothed, your nose opens. You breathe again! Wonderful relief, too, for sneezes and dry, itching nose.

VICKS VA-TRO-NOL
NOSE DROPS



NOW—for children...
a new, different aqueous nose drop that *clings* to give longer relief. Milder-*feeling*. Fully effective.
New MILD VICKS VA-TRO-NOL Nose Drops

If You Want To
STOP SMOKING
***BANTRON* Can Help You!**



Robert F. Thorpe, interstate truck driver says: "I tried to stop smoking many times. My wife bought me Bantron. Now, thanks to Bantron, my cigarette craving has stopped."

Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at your drug store without prescription. Price $1.00

Bantron
BRAND
Smoking Deterrent Tablets
A Campana Product

**Copies available to doctors on request.*



LAUGHING, Mrs. Ernest N. May responds to one of the jokes her father Irénée seemed to have for everybody at the birthday party.



SOLEMN, former Federal District Judge Hugh Martin Morris receives a genial greeting and a handshake from his old friend.



DINNER AND DANCE took place in the gilt ballroom of Hotel du Pont for almost 300 guests after the du Pont family reception in upstairs room.



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One-Nun Project Grows. Building a combined convent and retreat house herself, Sister Teresa says of a 1954 LIFE article on her efforts: "Contributions and letters came from all over. People from distant parts now plan to make retreats here. What began as a local prayer center is becoming a national sanctuary."

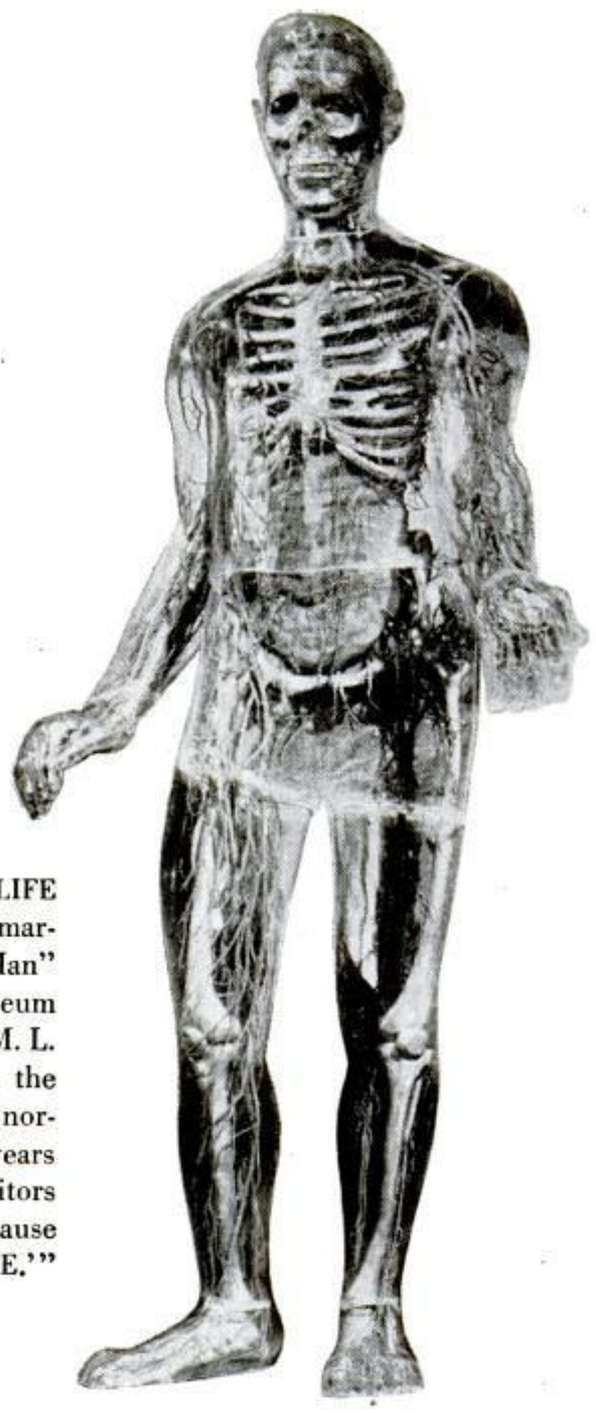


Lepidopterist Goes International. Subject of a 1954 LIFE article, Mr. C. A. Anderson says: "When LIFE reported my hobby of tracing the migrations of Monarch Butterflies, the results were remarkable, and my hobby broadened; there are now 1,000 cooperators in the U.S. and other parts of the world."



Teacher's Cause Advanced. 1953 LIFE cover girl Ne Owen (shown with family), voted "Prettiest Teacher in th U.S.," says: "Friends wrote, called and wired congratul tions after seeing me in LIFE. Most gratifying result wa the many fine opportunities that arose for me to wor and speak on behalf of the advancement of teachers.

How people respond to LIFE in



Museum Swiftly Put on Map. LIFE (1949) showed how mechanical marvels (such as the "Transparent Man" at right) at the Dallas Health Museum explain the facts of life. Director M. L. McDonald says: "LIFE put us on the map by bringing us recognition we normally wait years to gain. Now, years later, we still get inquiries and visitors from around the world . . . because many people say, 'We saw you in LIFE.'"

THINGS HAPPEN—and keep on happening—wherever and whenever LIFE appears. Readers look, think and react to LIFE's personal, continuous impact. People *respond* to LIFE.

To demonstrate, look what happens in Dallas.

Focal point of the great Southwest, "Big D" remains the city that never stands still. Since 1950, when LIFE last reported on the response it produces here, Dallas has continued to drive upward and onward.

Its skyline shines with spanking new buildings. Banks, universities, hotels, civic projects . . . new structures sprout proudly on every side. The economy flourishes on many fronts. Oil, cotton, banking, insurance, fashion and graphic arts . . . Dallas is blessed with a diversity of expanding riches. For its growing thousands of residents, Dallas is a vibrant center of vast and varied opportunity. It is "Big D". . . a dynamo of a city that booms bigger every day.

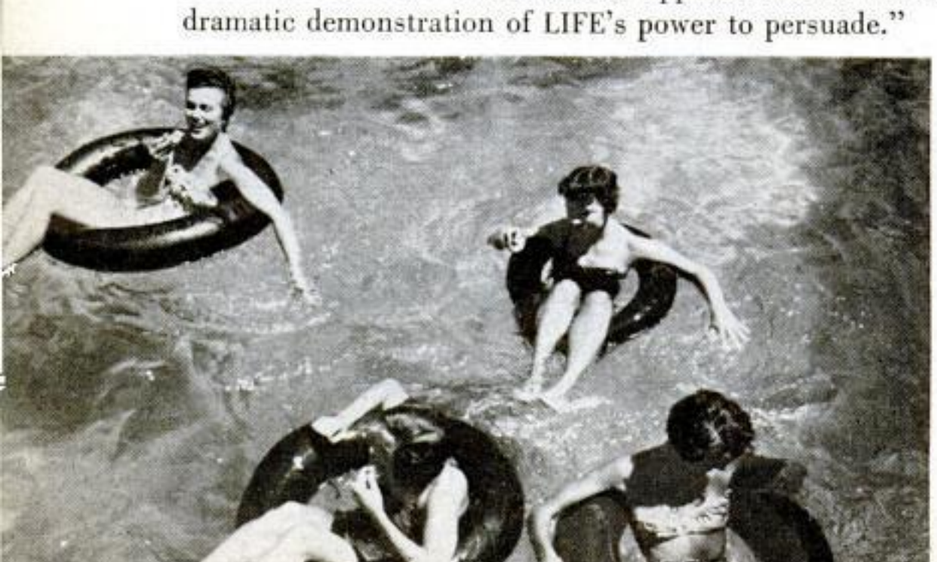
In Dallas, as in other cities, LIFE reaches 3 out of 5 households in the course of 13 issues. LIFE is an important part of the local scene, and plays an influential role in Dallas lives.

For example, take these stories of Dallas residents who have appeared in LIFE . . . typical stories of how people everywhere *respond* to LIFE.

They show what happens—and keeps on happening—to the individuals, and to businesses and products, that appear each week in the pages of LIFE.

Source of Audience Figures: *A Study of the Household Accumulative Audience of LIFE.*

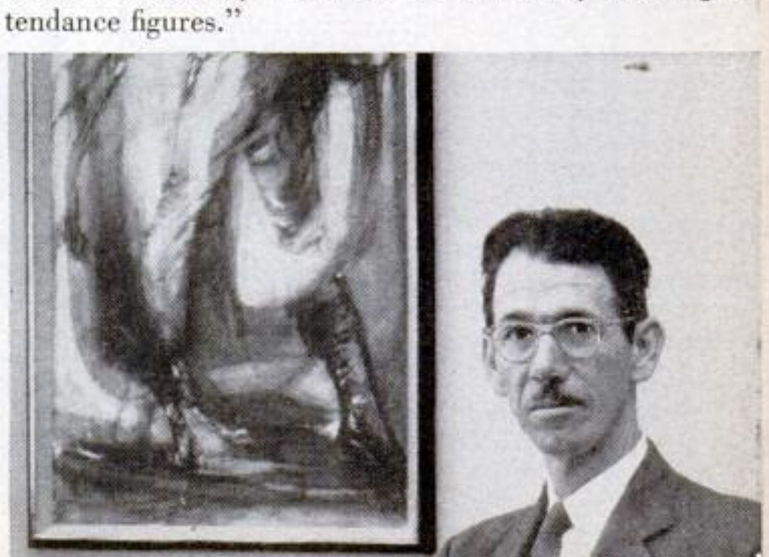
LIFE 9 Rockefeller Plaza, New York 20, N.Y.



Stewardess Applications Increase. LIFE's 1954 story about American Airline stewardesses showed them in their apartment house pool. Regional Personnel Director R. E. Blanton writes: "Following the LIFE article, there was an immediate increase in stewardess applications. It was a dramatic demonstration of LIFE's power to persuade."



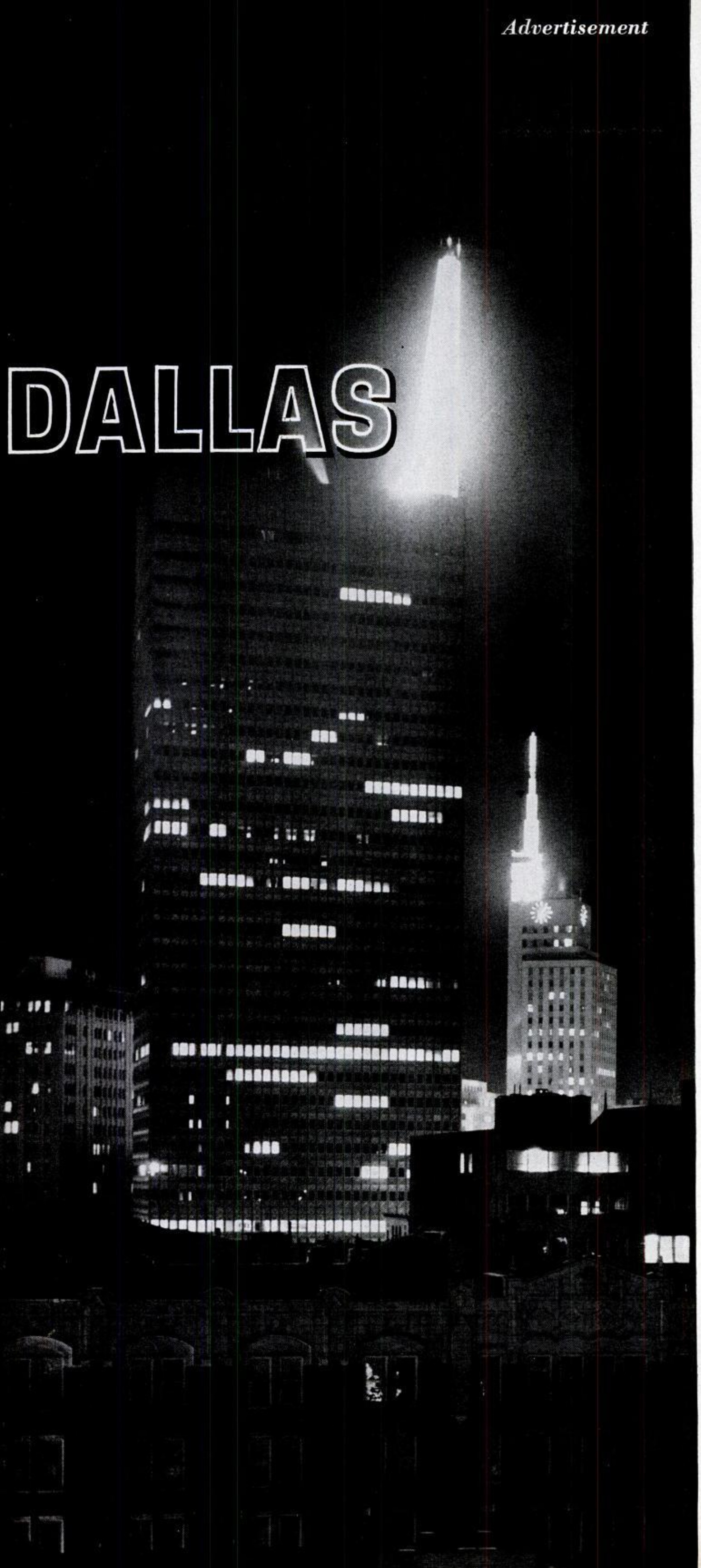
Family Gains Fame. When Joe Gordon gave his wife a weekend off and took on chores and four kids, LIFE pictured his plight. Joe says, "The story sparked a roaring lot of fun for us. The local newsstand had to reorder; Army pals in Germany wrote to rib me; we heard from the most unexpected places and people."



Museum Attendance Increases. Jerry Bywaters, head of the Dallas Museum of Fine Arts, says of LIFE's 1956 article on his own art preferences: "Whenever LIFE features an event or work of art from our Museum, interest immediately increases as shown by zooming attendance figures."

Advertisement

DALLAS





Shoppers Hunt Furs and Tigers. When LIFE ran a picture of Neiman-Marcus' famous sable, mink and ermine, people came from all over to buy the furs. Adds Pres. Stanley Marcus: "A picture of an enormous stuffed tiger festooned with a million dollars' worth of jewels didn't sell that many diamonds—but did sell a lot of tigers!"



War Widow Speaks for Heart of Nation. Dissenting from a 1951 LIFE editorial "What's The Use Of Korea?" Katharine Tabor, young Korean war widow (now Mrs. Fred Holmquist), wrote her eloquent explanation of why men fought and died to win in Korea. LIFE devoted an editorial page to her letter. She says: "The response was like a great deal of love flowing to me from people everywhere: a Marine General, the Korean *U. N. Observer*, a Free Chinese legislator, soldiers in Korea . . . hundreds of letters poured in. Some said, 'You have spoken the heart of the nation' . . . others, 'The fact that your letter was published in LIFE has strengthened my faith in the American way.' I felt it was, indeed, a wonderful thing that through LIFE the words of a widow in Dallas could be read all over the world."

Bank Shows Off Balcony. F. F. Florence, Chairman, Executive Committee and Chief Executive Officer, Republic National Bank, says of a 1955 LIFE article: "It created a great stir. Visitors from abroad and all over the U.S. remember LIFE's color pictures of our gold-leafed balcony. It's one of the first things they ask to see!"



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DRY LODGING FOR A LAMB

For a little Hampshire lamb named Kim the beautiful blanket of snow spread over Buzz Andersen's cattle ranch near Carson City, Nev. meant only cold wet discomfort wherever she went. But when Kim's mother lay down, the lamb found a way to escape the snow. She hopped on her mother's back and snuggled there warm and dry. Her master had never seen a lamb bed down that way and even the Basque sheepherders in the area, old country experts in sheepherding, were surprised. But it wasn't long before the other lambs, in sheeplike imitation of Kim, were hopping on their mothers' backs too.

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Gilbey's Gin is the one gin distilled in 11 countries and served 'round the world



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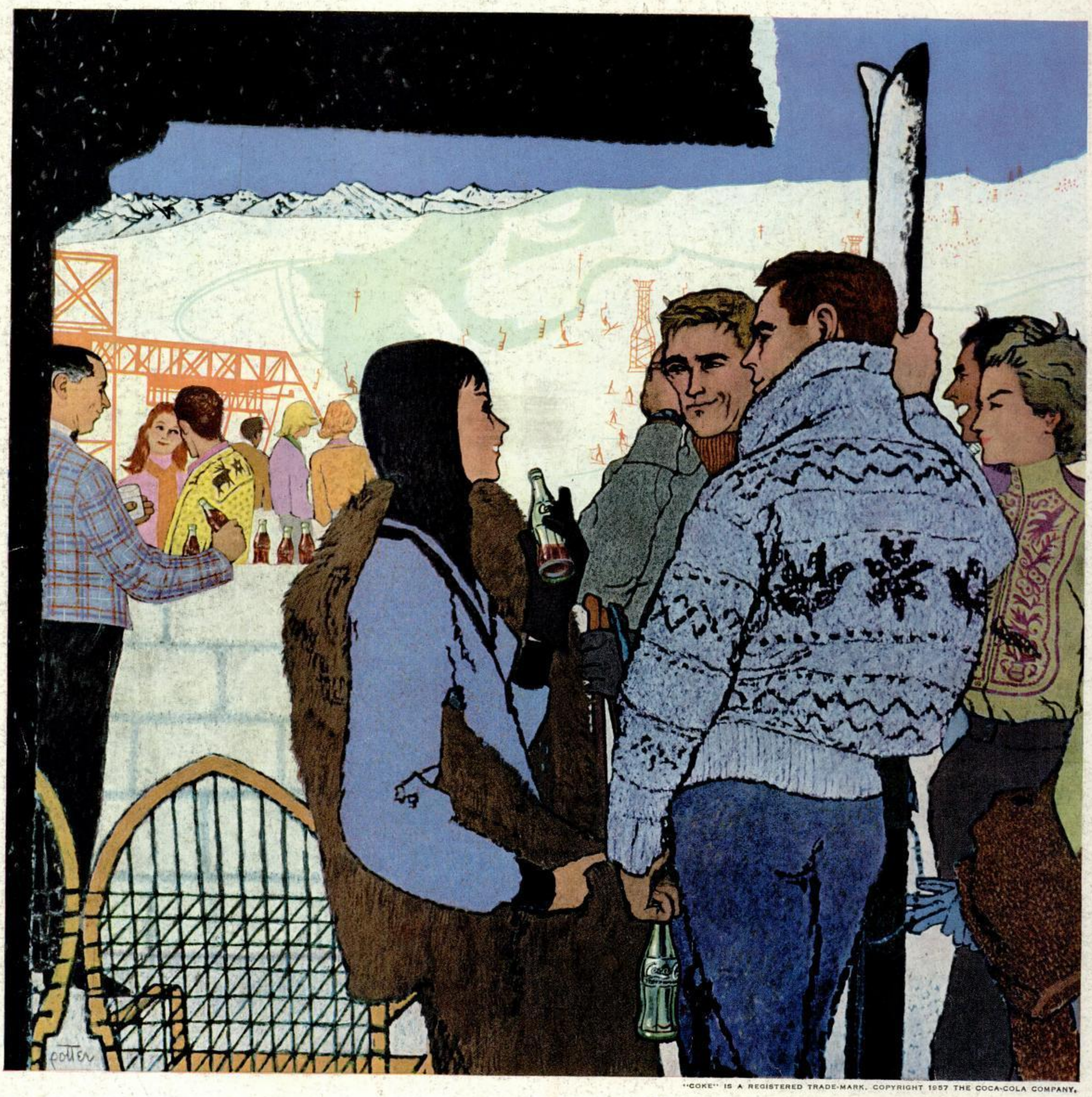
"GILBEY'S please"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

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SUN VALLEY PAUSES FOR A COCA-COLA, as the talented brush of artist Jack Potter records the welcome moment.



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the enjoyment of ice-cold Coca-Cola has become a universal adjunct to the art of good living.

Have a Coke ... enjoy the best-loved sparkling drink in all the world.

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